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Name:

Reg. No:

FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS-UG)

CC16U BC1 C01/CC16U BB1 C01 - MANAGERIAL ECONOMICS

(Complementary Course)

(B.Com. 2016 Admissions / B.B.A. 2016 to 2018 Admissions - Supplementary)

Time: Three Hours

Maximum: 80 Marks

Part A

Answer *all* questions. Each question carries 1 mark.

1. The author of wealth of Nations is
 - a. Marshal
 - b. Robins
 - c. Adams smith.
 - d. None of these.
2. Micro economic theory is also known as
 - a. Price theory
 - b. Income theory
 - c. Demand theory
 - d. Economic theory
3. Demand curve slops downwards because of
 - a. law of diminishing marginal utility
 - b. Income effect
 - c. Substitution effect
 - d. None of these
4. When aggregate economic activity is increasing the economy is said to be
 - a. An expansion
 - b. Contraction
 - c. Peak
 - d. a turning point
5. In case of Monopoly a firm in long run can have
 - a. Loss
 - b. Profit
 - c. super normal profit
 - d. All of the above
6. is a situation of increased investment and increased prices
7. refers to a market with a few sellers
8. cost represent the total of explicit and implicit cost
9. product will never be zero or negative
10. When boom ends starts

(10 × 1 = 10 Marks)

Part B

Answer any *eight* questions. Each question carries 2 marks.

11. Define Economics.
12. What is demand schedule?
13. What is production function?
14. What are short run cost?
15. What is business cycle?

16. What is Oligopoly?
17. What is shutdown point?
18. What is incremental revenue?
19. What do you mean by supply?

(8 × 2 = 16 Marks)

Part C

Answer any *six* questions. Each question carries 4 marks.

20. What are the characteristics of Managerial Economics?
21. State the law of demand, what are its assumptions?
22. What is production, what are the managerial uses of production function?
23. What is perfect competition?
24. What is kinked demand curve?
25. What is depression?
26. Discuss the importance of Economics and business forecasting.
27. What is Monopolistic competition?

(6 × 4 = 24 Marks)

Part D

Answer any *two* questions. Each question carries 15 marks.

28. Describe the various phases of business cycle.
29. What is elasticity of demand? State the factors determining Elasticity.
30. Discuss the various forms of market structure.

(2 × 15 = 30 Marks)
