

**22U145**

(Pages: 2)

Name: .....

Reg. No: .....

**FIRST SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, NOV. 2022**

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

**CC17U BCP1 B02 – MANAGERIAL ECONOMICS**

(Core Course)

(2017 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

**Part – I**

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

1. Cross Elasticity of demand between substitutes are -----  
(a) positive                      (b) negative                      (c) infinity                      (d) zero
2. If the income elasticity is greater than one the commodity is -----?  
(a) Necessity                      (b) Luxury                      (c) Inferior goods                      (d) None of these
3. A small change in price leading to an infinite change in demand is a situation of  
(a) Unit elastic demand                      (b) Perfectly elastic demand  
(c) More elastic demand                      (d) Inelastic demand
4. The law of variable proportion operates in the -----  
(a) Long run                      (b) Short run                      (c) Market period                      (d) No specific period
5. The price at which demand and supply are equal is called -----  
(a) Normal price                      (b) Support price  
(c) Equilibrium Price                      (d) price discrimination
6. Revenue per unit of a commodity sold is called -----
7. The highest point of a business cycle is -----
8. Under shut down point, price is equal to -----
9. Full capacity is utilized when there is ----- competition.
10. Total utility is maximum when Marginal utility is -----

**(10 × 1 = 10 Marks)**

**Part – II**

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

11. What do you mean by steps of decision making?
12. Explain the relation between oligopoly and duopoly.
13. Distinguish between total product and average product.
14. Explain the Box-Jenkins method of demand forecasting.

15. What do you mean by leading indicators?
16. What do you mean by consumer surplus?
17. What are inferior goods?
18. What is Aggressive price leadership?
19. Write about Trough in Business cycle.
20. Explain the meaning of skimmed pricing.

**(8 × 2 = 16 Marks)**

### **Part – III**

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

21. Explain Cobb- Douglas Production Function.
22. Distinguish between returns to a factor and returns to scale.
23. Discuss the significance of pricing strategy in pricing.
24. Examine the importance of monetary policy in minimizing the effects of cyclical downswings.
25. Give the distinction between the demand curves of perfectly competitive firm and monopoly firm.
26. What is short run production function. Explain.?
27. Explain Delphi method.
28. What do you mean by shift in demand?

**(6 × 4 = 24 Marks)**

### **Part – IV**

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

29. Explain the relationship between total, average and marginal product of a factor of production. Show it with the help of a diagram.
30. What is monopolistic competition? Explain the features of monopolistic competition. Explain the price determination under monopolistic competition.
31. Write about the business strategies to minimize the effects of business cycles. Also write about anti-cyclical monetary and fiscal policies.

**(2 × 15 = 30 Marks)**

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