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Name:

Reg. No.....

FIRST SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, NOV.2023

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC17U BCP1 B02 – MANAGERIAL ECONOMICS

(Core Course)

(2017 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

Section A

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

A. Choose the correct answer from brackets:

1. Law of equi-marginal utility was suggested by
 - a. Marshal
 - b. Robins
 - c. HH Ghosen
 - d. None of these
2. Demand curve slopes downwards because of
 - a. The law of diminishing marginal utility
 - b. The income effect
 - c. Substitution effect
 - d. All of the above
3. Firms in a oligopoly
 - a. Are independent of each other's action
 - b. Can each influence the market price
 - c. Charge a price equal to marginal revenue
 - d. All of these
4. Variable cost per unit
 - a. Remains fixed
 - b. Varies with the volume of production
 - c. Varies with sales
 - d. None of these
5. Opportunity cost means
 - a. The accounting cost minus the marginal benefit.
 - b. The highest-valued alternative forgone.
 - c. The monetary costs of an activity.
 - d. The accounting cost minus the marginal cost

B. Fill in the blanks:

6. When all inputs are increased by 8% and output increases by 13% then it is a case of laws of _____
7. Demand = Desires + _____ + Willingness to pay
8. In business cycle concept, the period of "long wave" is of; _____ years.
9. _____ is situation with increased investment and increased price.
10. The market with a single producer _____

(10 × 1 = 10 Marks)

Section B

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

11. What is Barometric pricing
12. What do you mean by inelastic demand?
13. What is Demand curve?
14. Explain Equi-marginal principle.
15. What is oligopoly?
16. State the Law of demand.
17. What is Demand estimation?
18. What do you mean by Production isoquant?
19. What is Elasticity of Demand?
20. What is meant by perfect competition?

(8 × 2 = 16 Marks)

Section C

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

21. What are the Difference between economic and accounting cost?
22. Explain the characteristics of Managerial Economics.
23. What are the important features of oligopoly?
24. What are the different types of price elasticity?
25. Explain the uses of economic forecasts.
26. What are the objectives of pricing policy?
27. Explain the pricing of new products.
28. Distinguish between perfect competition and monopoly.

(6 × 4 = 24 Marks)

Section D

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

29. What is economic forecasting? What are the methods of economic forecasting?
30. Define Managerial Economics. Examine the scope of Managerial Economics.
31. Explain the Price and output decisions under perfect competition, monopoly and monopolistic competition

(2 × 15 = 30 Marks)
