

17U151A

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Name:

Reg. No.....

FIRST SEMESTER B.Com. /B.Com.P/B.B.A. DEGREE EXAMINATION, NOV - 2017
(Regular/Supplementary/Improvement)

(CUCBCSS-UG)

CC15UBB1C01/ BC1C01, CC16UBB1C01/BC1C01, CC17UBCP1C01

MANAGERIAL ECONOMICS

(Complementary Course)

(B Com: 2015, 2016 Admns., BBA: 2015 Admn onwards &
B Com Professional: 2017 Admns)

Time: Three Hours

Maximum: 80 Marks

Part –I

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

A. Choose the correct answer from brackets:

1. The principle used in calculating the present value of future cash flows is:
(a) Discounting (b) Valuation
(c) Capitalization (d) Capital budgeting
2. Which of the following is an example of substitutes?
(a) Tooth paste and brush (b) Pen and ink
(c) coffee and tea (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

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

6. Revenue per unit of a commodity sold is called
7. The lowest point of a business cycle is
8. Under monopoly, MR is than AR
9. Fixing a pre-determined rate of return is of return pricing.
10. Costs of self owned factors are called costs

(10 x1 = 10 marks)

Part II

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

11. What do you mean by forward planning?
12. Explain the relation between TR and MR
13. Distinguish between marginal 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 producer's equilibrium?
17. What are inferior goods?
18. What is barometric price leadership?
19. Write about duopoly.
20. Explain the meaning of penetration pricing.

(8 x 2 = 16 marks)

Part III

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

21. Why do some regions attract investment while others do not? Discuss the significance of economic policy in attracting investment.
22. Distinguish between returns to a factor and returns to scale.
23. Discuss the significance of consumer psychology in pricing.
24. Examine the importance of brand building 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 linear homogeneous production function?
27. Explain Delphi method.
28. What do you mean by shift in demand?

(6 x 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 x 15 = 30 marks)
