

19U145A

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Name:

Reg. No.....

FIRST SEMESTER B.Com. /B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

(Regular/Supplementary/Improvement)

(CUCBCSS-UG)

**CC15U BB1 C01/ CC16U BB1 C01/CC15U BC1 C01/CC16U BC1 C01/
CC17U BCP1 B02 - MANAGERIAL ECONOMICS**

(Complementary Course)

(BBA: 2015 Admission onwards, B.Com. 2015 & 2016 Admissions)

(B.Com. Professional 2017 onwards)

Time: Three Hours

Maximum: 80 Marks

Part A

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

Choose the correct answer.

1. The study of entire economic system is called -----
 - a) Macro economics
 - b) Micro economics
 - c) Managerial Economics
 - d) Forward planning
2. Two goods that are used jointly to provide satisfaction are called -----
 - a) Inferior goods
 - b) Normal goods
 - c) Complementary goods
 - d) Substitute goods
3. If the firm changes price in tune with the industry price it is called ----- price.
 - a) Skimming price
 - b) Penetration price
 - c) Going rate
 - d) None of these
4. Which of the following is a short run law?
 - a) Law of diminishing return
 - b) Law of constant returns to scale
 - c) Law of increasing returns to scale
 - d) None of these
5. Price discrimination is possible in -----
 - a) Perfect competition
 - b) Monopoly
 - c) Monopolistic competition
 - d) None of these

Fill in the blanks:

6. The method of charging low price initially is ----- pricing.
7. ----- refers to regular fluctuations to economic activities in the economy as a whole.
8. Iso cost line indicates the price of -----
9. Price rigidity is an important feature of -----
10. ----- forecasting refers to forecasting of general business and economic conditions.

(10 x 1 = 10 Marks)

Part B (Short answer questions)

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

11. State equi marginal principle.
12. What is Giffen paradox?
13. What is unit elasticity?
14. State Cobb Douglas production function.
15. What is isoquant?
16. What is shut down point?
17. What is price dumping?
18. What are secular trends?
19. What is target pricing?
20. What is business forecasting?

(8 x 2 = 16 Marks)

Part C (Short essay questions)

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

21. How does the study of managerial economics help a business manager in decision making?
22. What are the various degrees of price elasticity?
23. Explain how least cost combination is selected?
24. State and illustrate homogenous production function.
25. What are the reasons for indeterminate price and output under oligopoly?
26. Distinguish between boom and depression.
27. Mention the importance of price as an “indicator of quality”.
28. Discuss various methods of economic and business forecasting

(6 x 4 = 24 Marks)

Part D (Essay questions)

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

29. Define the concept of elasticity of demand. Discuss the various methods of measuring the elasticity of demand.
30. “The firm buys inputs in quantities determined by the production function and the prices of output”. Discuss.
31. What are cyclical fluctuations? Discuss their causes. Mention some measures that have been suggested for the effective control of these fluctuations.

(2 x 15 = 30 Marks)
