

Reg. No. :

Name :

First Semester B.Com. Degree Examination, June 2022

First Degree Programme Under CBCSS

Complementary Course I

MANAGERIAL ECONOMICS

**(Common for CO 1131/CC 1131 (2013-2017 Admission) and CX 1131
(2014-2019 Admission))**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in one or two sentences each. Each carries **one** mark.

1. Define the term managerial economics.
2. What is meant by elasticity of demand?
3. What does advertisement elasticity of demand measure?
4. Write any methods for forecasting demand for a new product.
5. When increasing returns to scale occurs?
6. Which are the reasons for external economies of scale?
7. What is an iso-quant curve?
8. What is meant by opportunity cost?
9. What is meant by psychological pricing?
10. What is a business cycle?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions in not exceeding one paragraph. Each question carries **2** marks.

11. Distinguish between an individual demand schedule and market demand schedule
12. What is cross elasticity of demand?
13. Which are the statistical methods of demand forecasting?
14. What are the qualities of for a good forecasting method?
15. State cobb-douglas production function.
16. What are short run and long run in production function?
17. Which are the different internal economies of scale?
18. What are fixed costs?
19. State the steps in formulating pricing policies
20. What are objectives of pricing policy?
21. What is meant by target pricing?
22. What are the assumptions of isoquants?

(8 × 2 = 16 Marks)

SECTION – C

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

23. State the nature of managerial economics
24. Distinguish between economics and managerial economics.

25. Which are the different types of demand?
26. State the importance of the concept of elasticity of demand.
27. Explain the types of demand forecasting.
28. Which are the survey methods used for demand forecasting?
29. What is law of diminishing returns?
30. Which are the approaches for pricing of a new product?
31. What are the causes of business cycle?

(6 × 4 = 24 Marks)

SECTION – D

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

32. Explain the scope of managerial economics.
33. Explain different types of elasticity of demand.
34. Explain how different factors affects pricing.
35. Explain the phases of business cycle.

(2 × 15 = 30 Marks)