

(Pages : 3)

M – 3645

Reg. No. :

Name :

First Semester B.Com. Degree Examination, February 2022

First Degree Programme under CSS

SDE

Complementary Course I

CO 1131 – MANAGERIAL ECONOMICS

(2017 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all the questions in one word to maximum of two Sentences. Each question carries 1 Mark.

1. Give the Modern Definition of Economics.
2. What do you mean by Skimming Price Policy?
3. What is Mark-up pricing?
4. Explain the concept of Recession in Business Cycle.
5. Write a note on Financial Diseconomies.
6. Define Law of Production?
7. Define Isocost curve.
8. What is Income Demand?
9. Define Cross Elasticity of Demand.
10. Explain the concept of Law of Supply.

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer any **eight** questions not exceeding one paragraph, each questions carries **2** marks.

11. What are the steps in Pricing Decision?
12. Briefly explain the concept of Penetration price policy.
13. Briefly explain the concept Isoquant curve.
14. Differentiate between Income elasticity and Income Sensitivity.
15. Differentiate between Demand Estimation and Demand Forecasting.
16. Point out the types of Demand.
17. Define Demand Schedule and explain the types.
18. Differentiate between Micro and Macro Economies.
19. Write a Short note on Monopolistic Competition.
20. Explain the concept of Dumping.
21. What are the types of Price Discrimination?
22. Explain the role of cost in Pricing.

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions not exceeding **120** words. Each question carries **4** marks.

23. What are the responsibilities of a Managerial Economist?
24. What is the characteristics of Managerial Economies?
25. Explain the importance and limitations of Cobb-Douglas Production Function.

26. What are the causes of business cycle?
27. Define Economics of Scale and explain various economies of Scale.
28. Differentiate between Law of variable proportion and Law of Return to Scale.
29. What are the factors affecting Demand?
30. Explain the Exceptions of Law of Demand.
31. Define Demand Curve and explain the types of Demand curve.

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions not exceeding 4 pages. Each question carries 15 marks.

32. Write a note on the term price and explain different methods of Pricing.
33. Define Business Cycle and explain the phases of Business Cycle.
34. What do you mean by Demand Forecasting? Explain the methods of Demand Forecasting.
35. Define Elasticity of Demand and explain the types of Elasticity of Demand.

(2 × 15 = 30 Marks)