

Reg. No. :

Name :

First Semester B.Com. Degree Examination, November 2019

First Degree Programme under CBCSS

Complementary Course I : CO 1131

MANAGERIAL ECONOMICS

**(Common for CO 1131/CC 1131 (2014 Admission to 2017 Admission) and
CX 1131 (2014 Admission onwards))**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **1** word to a maximum of **2** sentences. Each question carries **1** mark :

1. What is Micro economics?
2. What is managerial economics?
3. What is demand?
4. What is demand forecasting?
5. What is production function?
6. What is economies of scale?
7. What is cost?

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8. What is explicit cost?
9. What is monopoly?
10. What is skimming price?

(10 × 1 = 10 Marks)

SECTION – B

Answer **any eight** questions, not exceeding **1** paragraph. Each question carries **2** marks :

11. What are the characteristics of recession?
12. What are the advantages of administered prices?
13. What are different classes of business cycles?
14. What are the features of monopoly?
15. Write and explain two types of price discrimination.
16. What is marginal cost pricing?
17. What is dual pricing?
18. What is internal economies of scale?
19. What is ISO cost curves?
20. What are the different types of price elasticity?
21. What is joint demand and composite demand?
22. What is macro economics?

(8 × 2 = 16 Marks)

SECTION – C

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

23. What are the important differences between managerial economics and economics?
24. Explain the importance of managerial economics.
25. What are the major responsibilities of a managerial economist?
26. What are the assumptions of Law of Demand?
27. What are the difference between perfect competition and monopoly?
28. List the limitations of Law of diminishing marginal utility.
29. What are the factors determining price elasticity of demand?
30. Write the essential criteria required for a good forecasting method.
31. What are the objectives of managerial economics?

(6 × 4 = 24 Marks)

SECTION – D

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

32. Explain the objectives of pricing policy. Explain pricing methods.
33. Explain the law of variable proportions.
34. What is monopolistic competition? How does it differ from perfect competition?
35. What is elasticity of demand? What are the types of elasticity?

(2 × 15 = 30 Marks)