

D 73048

(Pages : 2)

Name.....

Reg. No.....

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

(CBCSS)

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2019 Admissions)

Maximum : 80 Marks

Time : Two Hours and a Half

Section A

*Answer all questions.
2 marks each.*

1. What are the major features of growth definition of economics ?
2. What is capital budgeting ?
3. What is Law of Demand ?
4. What is law of diminishing marginal utility ?
5. What do you mean by Exchange rate policy ?
6. What is the concept of intellectual property ?
7. State the significance of cardinal utility theory.
8. What do you mean by indifference schedule ?
9. What does elasticity of supply mean ?
10. What do you mean by Parallel Economy ?
11. Why is consumer behaviour important ?
12. State the role of WTO.
13. Differentiate inferior goods from giffen goods.
14. What is monopoly equilibrium ?
15. What do you mean by kinked demand curve under oligopoly ?

(Max. 25 Marks)

Section B

*Answer all questions.
5 marks each.*

16. Write a note on Giffen Commodity Case (Hicksian Approach).
17. State the importance of Indifference Curve Analysis.

Turn over

5. Goods produced on small scale have _____.
- Relatively inelastic supply.
 - Highly elastic supply.
 - Perfectly elastic supply.
 - None of the above.
6. The demand curve has a _____ slope.
- Undefined.
 - Zero.
 - Negative.
 - Positive.
7. As more firms enter an industry _____.
- Accounting profits increase.
 - Economic profits decrease.
 - Prices rise.
 - None of the above.
8. The cost of forgone alternative is _____.
- Total cost.
 - Loss.
 - Marginal cost.
 - Opportunity cost.
9. Price rigidity is an important feature of _____.
- Duopoly.
 - Oligopoly.
 - Monopoly.
 - Monopsony.
10. Where boom ends, _____ starts.
- Depression.
 - Recovery.
 - Expansion.
 - Recession.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight questions.
Each question carries 2 marks.

- Define micro economics.
- Write down four features of managerial economics.
- What is demand curve ?
- What is demand forecasting ?
- What are assumptions of Isoquant ?
- What is opportunity cost ?
- Define business cycle.
- What is oligopoly ?
- What is Delphi technique ?
- What is dumping ?

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any six questions.
Each question carries 4 marks.

- Discuss the phases of business cycle.
- The law of demand does not apply to some cases, discuss such exceptions.
- Briefly discuss about assumptions of Law of diminishing returns and Laws of Returns to Scale.
- Briefly discuss about various internal economies of scale.
- What are the differences between marginal revenue and incremental revenue ?
- What are the strategies of pricing of new products ?
- What are the features of monopolistic competition ?
- Differentiate monopolistic and perfect competition.

(6 × 4 = 24 marks)

Turn over

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Part IV (Long Essays)

Answer any two questions.
Each question carries 15 marks.

29. Discuss the importance of elasticity concept and various methods of measuring elasticity of demand.
30. What are the reasons for operation of the law of variable proportion? Discuss about Laws of Returns to Scale.
31. Differentiate short run and long run cost. Discuss the cost output relationship in the long run.
(2 × 15 = 30 marks)

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NOVEMBER 2019

(CUCBCSS—UG)

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

Each question carries 1 mark.

1. When a firm's average revenue is equal to its average cost, it gets _____.
 - (a) Super profit.
 - (b) Normal profit.
 - (c) Sub-normal profit.
 - (d) None of the above.
2. Direct regulation of business has the potential to yield economic benefits to society when ?
 - (a) Diseconomies of scale exist.
 - (b) Barriers to entry are absent.
 - (c) There are no good substitutes for a product.
 - (d) Many firms serve a given market.
3. Under perfect competition a firm can produce with :
 - (a) An optimum plant.
 - (b) Identical products at low cost.
 - (c) Maximum profit.
 - (d) An optimum output.
4. Out of the four, which is not a macro variable ?
 - (a) General price level.
 - (b) Stagflation.
 - (c) Deflation.
 - (d) Price of product.

Turn over

18. Discuss the Price Determination under Monopoly.
19. What are the factors governing prices ?
20. What are the Problems of Growth in Indian Economy ?
21. Explain the meaning and causes of inflation.
22. Explain the role of MSME in Kerala Economy.
23. State the phenomena of price discrimination under monopoly.

(Max. 35 Marks)

Section C

*Answer any two of the following.
10 marks each.*

24. Explain the growth of Indian economy under WTO regime.
25. What are the determinants of elasticity of demand ? Explain.
26. As a tool in decision-making and forward planning, explain the significance of managerial economics.
27. What is elasticity of demand and also state the different types of elasticity of demand ?

(Max. 20 Marks)

5. Goods produced on small scale have _____.

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- (c) Perfectly elastic supply.
- (d) None of the above.

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21. Discuss the phases of business cycle.
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25. What are the differences between marginal revenue and incremental revenue ?
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