



(Pages : 3)

7138

Reg. No. :

Name :

First Semester B.Com. Degree Examination, December 2014
First Degree Programme Under CBCSS
Complementary Course – I
CO 1131/CC 1131 (2013 Adm. Onwards) & CX 1131 (2014 Admn.)
MANAGERIAL ECONOMICS
**(Common for Commerce/Commerce & Tax Procedure and Practice/
Commerce with Computer Application)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences **each**. **Each** question carries 1 mark.

1. Define Economics.
2. What is meant by 'Demand' ?
3. What is Demand curve ?
4. What is consumer's surplus ?
5. What do you mean by production function ?
6. What is equilibrium price ?
7. What is Demand forecasting ?
8. What is Advertisement Elasticity of Demand ?
9. What is Oligopoly ?
10. Define Business Cycle.

(10×1=10 Marks)

P.T.O.



SECTION – B

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

11. Explain Law of variable proportions.
12. Distinguish between 'producers goods' and 'consumer's goods'.
13. Explain Innovation Theory of Business cycle.
14. Distinguish between Increase in demand and Extension of demand.
15. What do you understand by 'change in demand' ?
16. Distinguish between cardinal and ordinal utility.
17. What is point elasticity of demand ? How is it measured ?
18. What is Kinked demand curve ?
19. Differentiate Equal product curve and Indifference curve.
20. What is price discrimination ? Give examples.
21. What do you mean by Marginal Revenue ?
22. Mention the different phases of Business cycle.

(8×2=16 Marks)

SECTION – C

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

23. Discuss briefly the nature and scope of Managerial Economics.
24. What are the detriments of Demand ? Explain briefly.
25. Explain why the Demand curve slopes downwards to the right.
26. Explain the Law of Diminishing Marginal Utility.
27. What are the remedies of Business Cycle ?



28. What are the features of Monopolistic Competition ?
29. Differentiate between skimming and penetration pricing.
30. Discuss the requisites of a good forecasting method.
31. State the differences between Marginal revenue and Total revenue.

(6×4=24 Marks)

SECTION – D

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

32. What is the significance of Demand Forecasting in business decisions ? Critically examine the various methods of Demand forecasting.
 33. Define Price Elasticity of Demand. Discuss the importance of price elasticity of Demand in business decisions.
 34. Explain the meaning of price leadership. What are the conditions necessary for effective price leadership ?
 35. Explain the concept of 'Return to Scale'. Discuss the Internal and External economies of scale. **(2×15=30 Marks)**
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