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6755

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, November 2014
Career Related First Degree Programme under CBCSS
Complementary Course – III
CX 1331/HM 1331 : MANAGERIAL ECONOMICS
(Common for Commerce & Tax Procedure and Practice/Commerce &
Hotel Management and Catering
(2013 Adm.)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** word to maximum of **two** sentences. **Each** question carries **one** mark.

1. Define Managerial Economics.
2. What is demand schedule ?
3. What is shift in demand ?
4. What is income elasticity ?
5. What is marginal revenue ?
6. What is Delphi method of demand forecasting ?
7. What is production function ?
8. What is sunk cost ?
9. State law of demand.
10. Define production.

(10×1 =10 Marks)



SECTION – B

Answer **any 8** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

11. What is marginal cost pricing ?
12. What is decision making ?
13. What is price skinning ?
14. What is meant by recession ?
15. What is average product ?
16. What is isocost curve ?
17. What is Veblen effect ?
18. What is cross elasticity ?
19. What is unit elasticity ?
20. What are fixed inputs ?
21. What is explicit cost ?
22. What is demand estimation ?

(8×2 =16 Marks)

SECTION – C

Answer **any 6** questions **not** exceeding **120** words. **Each** question carries **4** marks.

23. Mention some factors affecting demand of a product.
24. Explain Cobb-Douglas Production function.
25. Explain law of variable proportion.
26. What are the features of Managerial Economics ?



27. Explain various methods of demand forecasting.

28. What is an isoquant ?

29. What are the exceptions of Law of Demand ?

30. Discuss the role of cost in pricing.

31. What is full cost costing ?

(6×4 = 24 Marks)

SECTION – D

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

32. Explain the meaning and scope of Managerial Economics in business decisions.

33. Explain different phases of business cycles.

34. Discuss the objectives of pricing policy. What are the factors to be considered when formulating a pricing policy ?

35. What are the factors affecting elasticity of demand ?

(15×2 =30 Marks)
