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Reg. No. :

Name :

First Semester B.Com. Degree Examination, August 2021

Career Related First Degree Programme under CBCSS

CX 1131 : MANAGERIAL ECONOMICS

(2020 Admission Regular)

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. Define decision making.
3. What is cross elasticity?
4. What is meant by demand?
5. Define production.
6. What are economies of scale?
7. What is meant by 'laws of production'?
8. What is price skimming?
9. What is depression?
10. What is fiscal policy?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

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

11. What is the relationship of managerial economics with accounting?
12. What is optimisation?
13. What is meant by elasticity of demand?
14. What is a demand schedule?
15. What is "Giffens Paradox"?
16. Distinguish between land and capital as factors of production.
17. What is isoquant?
18. What is geographical pricing?
19. What is business forecasting?
20. What is cost plus pricing?
21. What is business cycle?
22. What is inflation?
23. What are the main phases of the life cycle of a product?
24. What is 'Delphi method' of demand forecasting?
25. What is meant by 'marginal product'?
26. Are cyclical fluctuations necessary for economic growth?

(8 × 2 = 16 Marks)

SECTION – C

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

27. Discuss the importance of managerial economics in the process of decision making.
28. What are the limitations of demand forecasting?
29. What are the various degrees of price elasticity?
30. State the law of variable proportion.
31. What is production function?
32. What is going rate pricing?
33. What are the objectives of pricing policy?
34. What are the causes of business cycle?
35. What are the features of recession?
36. Define advertising elasticity of demand and state its importance.
37. What is the utility of cost plus pricing for public sector units?
38. What are the peculiarities of land as a factor of production?

(6 × 4 = 24 Marks)

SECTION – D

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

39. Explain the scope and nature of managerial economics.
40. Explain briefly the various methods of demand forecasting.

41. What are factors that influence pricing?
42. Describe the use business cycles in business decisions.
43. Explain the concept of return to scale.
44. Why is demand analysis essential for successful production planning and capital expansion?

(2 × 15 = 30 Marks)
