



Reg. No. :

Name :

First Semester B.Com. Degree Examination, February 2018**First Degree Programme under CBCSS****Complementary Course I : CO 1131****MANAGERIAL ECONOMICS****(Common for CO 1131/ CC 1131 (2013 Adm. Onwards) and CX 1131
(2014 Adm. Onwards))**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** word to maximum of **two** sentences. **Each** question carries **1** mark.

1. What is the meaning of Recovery ?
2. What is Demand ?
3. What is Utility ?
4. What is Consumer surplus ?
5. What do you mean by Autonomous demand ?
6. What is Zero Income Elasticity ?
7. Define Perfect competition.
8. What do you mean by Isoquants ?
9. What is Monopoly ?
10. Explain Reserve Price.

(10×1=10 Marks)**SECTION – B**

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

11. Explain Decision Making Models.
12. What is Micro economics and Macro economics ?
13. What are the different types of Income Elasticity ?
14. What are the features of Boom ?



15. Explain the importance of Cost Analysis.
16. Distinguish between Short Run and Long Run Demand.
17. Explain the Cobb- Douglas production function.
18. What are the Properties of Isoquants ?
19. Why do increasing returns to scale occur ?
20. What are the importance of Price Elasticity ?
21. What is meant by Fiscal Policy ?
22. Explain Wealth definition of Economics ?

(8x2=16 Marks)

SECTION – C

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

23. Explain Price Discrimination.
24. What are the different types of Price Elasticity ?
25. Explain different pricing strategies for new product.
26. Explain the Law of Diminishing Returns.
27. Define Decision Making. What are the different types of Decisions ?
28. Discuss Hick's theory of Multiplier and Accelerator.
29. Explain the importance of Managerial economics.
30. What are the features of Oligopoly ?
31. Explain forecasting demand for new product.

(6x4=24 Marks)

SECTION – D

Answer 2 questions **not** exceeding 4 pages. Each question carries 15 marks.

32. Briefly discuss the kinds of Elasticity of Demand.
33. Explain the Law of Returns To Scale.
34. What are the different methods of demand forecasting ?
35. What are the phases of business cycle ?

(2x15=30 Marks)