

FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

(CUCBCSS—UG)

Complementary Course

BCM 1C 01—MANAGERIAL ECONOMICS

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all the questions.

Each question carries 1 mark.

1. The law which implies that a person demands more at a lower price and less at a higher price is known as _____.
2. The technique of forecasting demand based on the opinions of the experts is known as _____.
3. In personal price discrimination, different prices are charged to different _____.
4. The unemployment which occurs due to mismatch between the jobs that are available and the skills of workers who are seeking jobs is called _____.
5. The earnings that might have been obtained from forgone choices or opportunities is called as _____.
6. Giffen Paradox is an exception to :
 - (A) Law of diminishing marginal utility.
 - (B) Law of demand.
 - (C) Law of returns to scale.
 - (D) Law of supply.
7. Among the following which is not a determinant of advertisement elasticity of demand ?
 - (A) Growth of substitutes.
 - (B) Effectiveness of competing firm's advertisement.
 - (C) Level of production.
 - (D) Level of total sales.

Turn over

8. Which is a characteristic of oligopoly :
- (A) One seller. (B) No transportation cost.
 (C) Homogenous product. (D) Interdependence.
9. The market condition in there are only two sellers is called :
- (A) Monopoly. (B) Duopoly.
 (C) Monopsony. (D) Perfect competition.
10. Among the following which is not a reason for law of Demand :
- (A) Diminishing marginal utility. (B) Income effect.
 (C) Substitution effect. (D) Production function.

(10 × 1 = 10 marks)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. What are the characteristics of managerial economics ?
12. What is shown by an Isoquant Curve ?
13. What is dumping ?
14. How 'Opinion poll approach' is used in demand forecasting ?
15. What do you understand by the term economies of scale ?
16. What are IPRs ?
17. Write any two causes for the operation of the Law of Diminishing returns.
18. Give welfare definition of economics.
19. Which are the types of unemployments ?
20. What are explicit costs ?

(8 × 2 = 16 marks)

Part C

Answer any six questions.

Each question carries 4 marks.

21. Distinguish between economics and managerial economics.
22. What are the assumptions of Law of Diminishing returns.
23. What are the purposes of short term demand forecasting ?

24. Which are the types of inflation ?
25. What are advantages of price leadership ?
26. Distinguish between cost reduction and cost control.
27. What are the characteristics of perfect competition ?
28. Briefly explain the role of managerial economics.

(6 × 4 = 24 marks)

Part D

Answer any two questions.

Each question carries 15 marks.

29. Bring out meaning and characteristics of monopoly. What are its causes for monopoly ? How prices determined under monopoly ?
30. What are problems faced by Indian Economy ?
31. Explain the meaning and degrees of price elasticity of demand. Which are the factors affecting it ?

(2 × 15 = 30 marks)