

Reg. No. :

Name :

First Semester B.Com. Degree Examination, January 2024

First Degree Programme under CBCSS

Complementary Course I

CO 1131/CC 1131 : MANAGERIAL ECONOMICS

(2018 Admission onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences.

1. Define Managerial Economics.
2. What is demand forecasting?
3. What is cross elasticity of demand?
4. What is discounting?
5. What is supply schedule?
6. Define marginal revenue.
7. What is fixed and variable cost?
8. What is Business Cycle?
9. What is monopoly?
10. What is price leadership?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions not exceeding a paragraph.

11. What is perfect competition?
12. What is consumer's equilibrium?
13. What is the difference between internal and external economies?
14. What is equi-marginal principle?
15. What is income elasticity of demand?
16. What do you mean by long term forecasting?
17. What are different phases of business cycle?
18. Differentiate between monopoly and monopolistic competition.
19. What is Average Revenue?
20. What are the different kinds of price elasticity?
21. What is explicit cost?
22. Mention any two assumptions of Law of Demand.

(8 × 2 = 16 Marks)

SECTION – C

Short essay type questions : Answer **any six** questions.

23. What are the factors determining supply of a commodity?
24. Explain the features of perfect competition.
25. What are the causes of Business Cycle?

26. Explain about the different kinds of monopoly.
27. What is oligopoly? Explain its features.
28. Explain the importance of Elasticity of Demand.
29. Explain the pricing strategy of new products.
30. What are factors which influence pricing?
31. Explain expansion and contraction of demand.

(6 × 4 = 24 Marks)

SECTION – D

Long essay type questions: Answer **any two** questions.

32. Explain the methods of demand forecasting for existing product.
33. Discuss the Law of Demand. Explain the factors determining demand.
34. Explain the scope of Managerial Economics.
35. Discuss the various methods of Pricing.

(2 × 15 = 30 Marks)