

D 52678

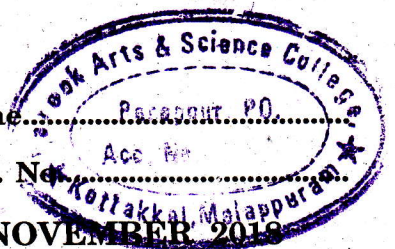
(Pages : 3)

Name

Paradour, P.O.

Reg. No.

Acc. No.



FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

(CUCBCSS—UG)

Complementary Course

BBA 1C 01—MANAGERIAL ECONOMICS

Time : Three Hours

Maximum : 80 Marks

Part A (Objective Questions)

Answer all ten questions.

Choose the correct answer :

1. \_\_\_\_\_ is known as the 'father of economics'.  
(a) A. C. Pigou. (b) Lionel Robbins.  
(c) Adam Smith. (d) Alfred Marshall.
2. Which one is not a characteristic of managerial economics ?  
(a) Micro economics. (b) Normative science.  
(c) Positive science. (d) Pragmatic.
3. The demand has three essentials- Desire, Purchasing power and \_\_\_\_\_.  
(a) Quantity. (b) Cash.  
(c) Supply. (d) Willingness to purchase.
4. Which of the following is not a feature of monopolistic completion ?  
(a) Large number of producers. (b) Free entry and exit.  
(c) More elastic demand. (d) Price competition.
5. The monopoly can be controlled by \_\_\_\_\_.  
(a) Social boycott. (b) Antimonopoly legislation.  
(c) Public ownership. (d) All of these.

Turn over

Fill in the blanks :

6. "\_\_\_\_\_ in economics means demand backed up by enough money to pay for the goods demanded".
7. The concept of Elasticity of Demand was introduced by \_\_\_\_\_.
8. A firm that is the sole seller of a product without close substitutes is called \_\_\_\_\_.
9. A normal supply curve is \_\_\_\_\_ sloped.
10. Fiscal policy is implemented by \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part B (Short Answer Questions)

Answer any **eight** out of the ten questions in two or three sentences.

11. Define Managerial Economics.
12. Define law of demand.
13. What is monopolistic competition ?
14. Define individual demand.
15. What is perfect competition ?
16. Define elasticity of demand.
17. Define Demand.
18. What are diseconomies of scale ?
19. What is demand estimation ?
20. What is income elasticity of demand ?

(8 × 2 = 16 marks)

### Part C (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

21. What are the importances of managerial economics ?
22. Discuss the important methods of business forecasting.

23. What are the properties of isoquants ?
24. What are the objectives of demand analysis ?
25. What are the importances of elasticity of demand ?
26. Why does demand curve slope downwards ?
27. Discuss the factors affecting price elasticity of demand.
28. What are the tools and techniques of demand estimation ?

(6 × 4 = 24 marks)

#### **Part D (Essay Questions)**

*Answer any two out of the three questions in about 800 words.*

29. Explain the important macroeconomic parameters that influence business decision-making ?
30. "Managerial economics is a tool for decision-making and forward planning" . Discuss.
31. What is monopolistic competition ? Explain the features of monopolistic competition.

(2 × 15 = 30 marks)

**D 52675**

(Pages : 3)

Name .....

Reg. No. ....



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

(CUCBCSS—UG)

Complementary Course

**BCM 1C 01—MANAGERIAL ECONOMICS**

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.*

*Each question carries 1 mark.*

(A) Choose the correct answer :

- 1 MRTS stands for \_\_\_\_\_.
  - (a) Marginal rate of technical structure.
  - (b) Marginal rate of technical substitution.
  - (c) Both (a) and (b).
  - (d) None of these.
- 2 Factors of production are :
  - (a) Inputs and outputs.
  - (b) Outputs only.
  - (c) Inputs only.
  - (d) The minimum set of inputs that can produce a certain fixed quantity of output.
- 3 Costs that change between alternatives are called :
  - (a) Fixed costs.
  - (b) Opportunity costs.
  - (c) Relevant costs.
  - (d) Sunk costs.
- 4 If goods are complements, definitely their :
  - (a) Income elasticity's are negative.
  - (b) Income elasticity's are positive.
  - (c) Cross elasticity's are positive.
  - (d) Cross elasticity's are negative.

**Turn over**

5 Which of the following method of pricing is popular in whole sale and retail trades ?

- (a) Full cost pricing. (b) Marginal cost pricing.  
(c) Customary pricing. (d) None of these.

(B) Fill in the blanks :

- 6 \_\_\_\_\_ regarded as father of business economics.  
7 Price rigidity is an important feature of \_\_\_\_\_.  
8 Economic costs = \_\_\_\_\_ + \_\_\_\_\_.  
9 Money costs are also known as \_\_\_\_\_.  
10 \_\_\_\_\_ is the base of marketing planning.

(10 × 1 = 10 marks)

### Part B (Short Answer Questions)

*Answer any eight questions.  
Each question carries 2 marks.*

11. What is collusion ?
12. What do you mean by consumer surplus ?
13. What are lumpy goods ?
14. What is demand estimation ?
15. What are diseconomies of scale ?
16. What is social cost ?
17. What do you mean by income effect ?
18. What is floor price ?
19. Explain convexity of an isoquant.
20. What is cross demand ?

(8 × 2 = 16 marks)

### Part C (Short Essay Questions)

*Answer any six questions.  
Each question carries 4 marks.*

21. What is elasticity of demand ? State the factors determining elasticity.
22. Describe the various advantages of large scale production.

23. Distinguish between short run cost and long run cost.
24. What is price discrimination ? Explain its different forms.
25. Explain different forms of market conditions.
26. Explain the cost output relationship in long run.
27. What is isoquant ? Explain its features.
28. Mention the factors responsible for long run average cost curve being U-shaped.

(6 × 4 = 24 marks)

**Part D (Essay Questions)**

*Answer any two questions.*

*Each question carries 15 marks.*

29. What are cyclical fluctuations ? Mention their causes. How they can be cured ?
30. What is pricing ? Explain methods and objectives of pricing policy of a firm.
31. Define Demand. Discuss the determinants of consumer demand and market demand.

(2 × 15 = 30 marks)

**D 52676**

(Pages : 3)

Name.....  
Reg. No.....  
Acc. No.....  
Kannur University

**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)

C 32888

(Pages : 3)

Name.....

Reg. No.....

**FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2017**

(CUCBCSS—UG)

Complementary Course

BBA 1C 01—MANAGERIAL ECONOMICS

Time : Three Hours

Maximum : 80 Marks

**Part I (Objective Questions)**

*Answer all ten questions.*

Choose the correct answer :

1 Managerial Economics is :

- (a) Abstract. (b) Theoretical.  
(c) Practical. (d) None of these.

2 A demand curve slopes :

- (a) Upward from left to right. (b) Downward from left to right.  
(c) Upward from right to left. (d) Downward from right to left.

3 Returns to scale operates in the :

- (a) Long run. (b), Short run.  
(c) Market period. (d) None of these.

4 Product differentiation is a characteristic of :

- (a) Monopoly. (b) Perfect competition.  
(c) Monopolistic competition. (d) Oligopoly.

5 Expansion of economic activity happens during :

- (a) Boom. (b) Recession.  
(c) Depression. (d) Recovery.

Turn over

Fill in the blanks :

- 6 Managerial economics integrates economic theory with \_\_\_\_\_ practice.
- 7 Price and quantity demanded are \_\_\_\_\_ related.
- 8 A normal supply curve is \_\_\_\_\_ sloped.
- 9 Price leadership is a feature of \_\_\_\_\_.
- 10 Fiscal policy is implemented by \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part II (Short Answer Questions)

*Answer any eight out of the ten questions in two or three sentences.*

- 11 What do you mean by managerial economics ?
- 12 What is demand ?
- 13 What is law of demand ?
- 14 Define elasticity of demand ?
- 15 What is trade cycle ?
- 16 What is perfect competition ?
- 17 What is oligopoly ?
- 18 What is market demand ?
- 19 Define elasticity of demand.
- 20 What is price elasticity of demand ?

(8 × 2 = 16 marks)

### Part III (Short Essay Questions)

*Answer any six out of the eight questions in about 200 words.*

- 21 What are the objectives of managerial economics ?
- 22 What are the differences between economics and managerial economics ?
- 23 What are the objectives of demand analysis ?
- 24 Discuss the determinants of elasticity of demand.
- 25 What are the characteristics of a business cycle ?

- 26 What are the different types of price elasticity of demand ?
- 27 What are the importances of elasticity of demand ?
- 28 What are the tools and techniques of demand estimation ?

(6 × 4 = 24 marks)

#### Part IV (Essay Questions)

*Answer any two out of the three questions in about 800 words.*

- 29 "Managerial Economics as a tool for decision-making and forward planning". Discuss.
- 30 What is monopoly ? Explain the features and causes of monopoly.
- 31 Explain the economies and diseconomies of scale.

(2 × 15 = 30 marks)

13764

(Pages : 3)

Name: .....  
Acc. No. ....  
Reg. No. ....  
Kollam, Malappuram

**FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2016**

(CUCBCSS—UG)

Complementary Course

**BBA 1C 01—MANAGERIAL ECONOMICS**

Time : Three Hours

Maximum : 80 Marks

**Part I**

*Answer all questions.*

1. Which of the following is the best definition of managerial economics ? Managerial economics is :
  - (a) Distinct field of economic theory.
  - (b) Combination of economic theory and decision making.
  - (c) Economics combined with mathematics.
  - (d) None of the above.
2. When a firm's average revenue is equal to its average cost, it gets \_\_\_\_\_.
  - (a) Super profit.
  - (b) Normal profit.
  - (c) Sub normal profit.
  - (d) None of the above.
3. Managerial economics generally refers to the integration of economic theory with business :
  - (a) Ethics.
  - (b) Management.
  - (c) Practice.
  - (d) All of the above.
4. The cost recorded in the books of accounts are considered as :
  - (a) Total cost.
  - (b) Marginal cost.
  - (c) Average cost.
  - (d) Explicit cost.
5. Under \_\_\_\_\_, price is determined by the interaction of total demand and total supply in the market.
  - (a) Perfect competition.
  - (b) Monopoly.
  - (c) Imperfect competition.
  - (d) All of the above.
6. The out of pocket costs are \_\_\_\_\_.
  - (a) Sunk costs.
  - (b) Marginal costs.
  - (c) Explicit costs.
  - (d) Social costs.

**Turn over**

7. Oligopoly is a type of \_\_\_\_\_ market. A \_\_\_\_\_ exists in the industry.
- (a) Perfect, few firms. (b) Imperfect, few firms.  
(c) Perfect, many firms. (d) Imperfect, many firms.
8. Who acts as the chair person of 'Niti Ayog' ?
- (a) President of India. (b) Finance Minister of India.  
(c) Principal Secretary. (d) Prime Minister of India.
9. Adam Smith advocated :
- (a) Laissez Faire. (b) Division of Labour.  
(c) Both of these. (d) None of these.
10. In case of Giffen Goods demand curve will slope :
- (a) Vertical. (b) Horizontal.  
(c) Upward. (d) Downward.

(10 × 1 = 10 marks)

**Part II (Short answer questions)***Answer any eight questions.*

11. Discuss two features of Managerial Economics.
12. Explain the method of cost-plus pricing.
13. Define Isoquant.
14. What do you understand by demand forecasting ?
15. Explain Business risk.
16. Define derived demand.
17. What is meant by price leadership ?
18. Define Delphi technique.
19. What do you mean by average variable cost ?
20. Define Oligopoly.

(8 × 2 = 16 marks)

**Part III (Short essay)***Answer any six questions.*

21. What is oligopoly ? And how does it differ from Monopoly ?
22. Why is demand analysis significant for management ?

23. Discuss the concept of production function with one variable input.
24. Distinguish between Price elasticity and income elasticity of demand.
25. Differentiate between Accounting profit and economic profit. Illustrate with the help of examples.
26. What are the main features of monopoly ?
27. What, do you understand by price discrimination ?
28. "Under perfect competition selling cost are not necessary". Comment.

(6 × 4 = 24 marks)

#### Part IV (Long essay)

*Answer any two questions.*

29. A shift in the demand curve for cigarettes is caused by a change in the price of cigarettes. State whether the statements is true/false. Give reasons for your answer.
30. Discuss the fundamental nature of Managerial Economics.
31. Distinguish between perfect competition and oligopolistic competition. Give examples.

(2 × 15 = 30 marks)

E 4687

(L)

(Pages : 3)

Malabar Arts & Science, c.  
Name.....  
Acc. No.....  
Reg. No.....  
Kakkanad, Malappuram

**FIRST SEMESTER B.Com./B.B.A. DEGREE (SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2016**

(UG—CCSS)

Complementary Course

BC 1C 01/BB 1C 01—MANAGERIAL ECONOMICS

Time : Three Hours

Maximum : 30 Weightage

**Part A**

*This part consists of three bunches of questions carrying equal weightage.  
Each bunch has four questions.  
Answer all twelve questions.*

A. Fill in the blanks :

- 1 \_\_\_\_\_ is a market situation where there is only a single seller.
- 2 Electricity is an example for \_\_\_\_\_ cost.
- 3 \_\_\_\_\_ method helps in assessing future demand by analysing trend of past sales.
- 4 \_\_\_\_\_ is the total cost per unit of output.

B. Choose the correct answer from brackets :

- 5 Practice of charging different prices to different buyers for the same product :
  - (a) Going rate pricing.
  - (b) Price discrimination.
  - (c) Refusal pricing.
  - (d) Multiple basing point pricing.
- 6 In the absence of any alternative use, the opportunity cost is :
  - (a) Positive.
  - (b) Negative.
  - (c) 0.
  - (d) 1.
- 7 High interest rate and restrictive policy of banks is a character of :
  - (a) Expansion.
  - (b) Depression.
  - (c) Revival.
  - (d) Boom.
- 8 Which of the following has zero income elasticity ?
  - (a) Luxury goods.
  - (b) Giffen goods.
  - (c) Essential Consumer goods.
  - (d) Superior goods.

Turn over

C. Answer in *one word* :

- 9 Costs of inputs that do not vary with variation in volume of output.
- 10 Tax and Expenditure policy of the government.
- 11 Price at which supply and demand are equal.
- 12 Pricing policy where the firm adjusts its own price policy to general pricing structure in Industry.

(12 × ¼ = 3 weightage)

**Part B**

*Answer all nine questions in 1 or 2 sentences each.*

*Each question carries a weightage of 1.*

- 13 What are giffen goods ?
- 14 Write a short note on forward planning.
- 15 What is Autonomous demand ?
- 16 Explain briefly Delphi method.
- 17 What is MRTS ?
- 18 How is Oligopoly market ?
- 19 Explain Sunk Cost.
- 20 What is barometric pricing ?
- 21 What are isoquants ?

(9 × 1 = 9 weightage)

**Part C**

*Answer any five questions.*

*Answer shall not exceed one page each.*

*Each question carries a weightage of 2.*

- 22 What are the objectives of pricing policy ?
- 23 Briefly explain the role of Managerial Economics in Decision-Making.
- 24 State and explain Cobb-Douglas Production function.
- 25 What are the diseconomies of large scale production ?
- 26 Distinguish perfect and imperfect cartel.

- 27 Briefly explain methods of demand forecasting.
- 28 Calculate price elasticity using appropriate method and comment :

<i>Price</i>		<i>Quantity Demanded</i>
Rs. 10/unit	...	1,000 units
Rs. 9.5/unit	...	1,200 units

(5 × 2 = 10 weightage)

**Part D**

*Answer any two questions.*

*Each question carries a weightage of 4.*

- 29 What is Law of Demand ? What are the reasons and exceptions to it ?
- 30 How is price and output determined under monopoly ?
- 31 What is business forecasting ? Which are the business forecasting indicators which picture the business cycle ?

(2 × 4 = 8 weightage)

D 92825

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2015**

(CUCBCSS—UG)

Complementary Course

BBA 1C 01—MANAGERIAL ECONOMICS

Time : Three Hours

Maximum : 80 Marks

**Part I (Answer All)**

1. Wealth Definition of Economics is contributed by :
  - (a) Alfred Marshall.
  - (b) Lionnel Robins.
  - (c) Adam Smith.
  - (d) Carl Max.
2. The demand for necessities is :
  - (a) Elastic.
  - (b) Inelastic.
  - (c) Perfect elastic.
  - (d) Uniform elastic.
3. Which one is a downward movement of business cycle ?
  - (a) Recession.
  - (b) Boom.
  - (c) Recovery.
  - (d) None of the above.
4. A single seller market :
  - (a) Oligopoly.
  - (b) Monopoly.
  - (c) Monopolistic.
  - (d) Perfect completion.
5. Managerial economics is applied to a firm's :
  - (a) Process.
  - (b) Decision-making.
  - (c) Problem solving.
  - (d) Both (b) and (c).
6. \_\_\_\_\_ economics is the study of the behaviour of individual economic unit.
7. In \_\_\_\_\_ phase of business cycle, general demand falls faster than production.
8. An increase in any factor of production, when the other factors are constant, will lead to an \_\_\_\_\_ in output.
9. An isoquant further from the origin, represents \_\_\_\_\_ output.
10. \_\_\_\_\_ pricing policy is adopted when a product meant for higher income group is introduced in the market.

(10 × 1 = 10 marks)

**Turn over**

**Part II (Short answer questions)**

*Answer any eight questions.*

11. Define managerial economics.
12. Define price elasticity of demand.
13. What is meant by production function ?
14. What is meant by utility of a product ?
15. Define isoquant.
16. What is meant by price differentiation ?
17. What is kinked demand curve ?
18. What is meant by returns to scale ?
19. Define oligopoly.
20. What is meant by price leadership ?

(8 × 2 = 16 marks)

**Part III (Short Essay)**

*Answer any six questions.*

21. Explain the nature of managerial economics.
22. Elaborate the reasons behind downward slope of demand curve.
23. Explain the causes of inflation.
24. Explain the Laws of returns to scale.
25. How a new product is priced ? Explain.
26. Distinguish between production function and cost function.
27. Explain the properties of Isoquants.
28. Explain the features of perfect competition.

(6 × 4 = 24 marks)

**Part IV (Long Essay)**

*Answer any two questions.*

29. Explain the uses and tools of Managerial economics.
30. Elaborate on Law of demand.
31. What are the different methods of pricing ?

(2 × 15 = 30 marks)

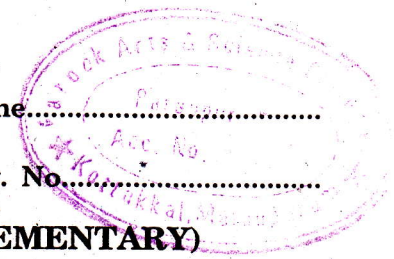
P 93728

9

(Pages : 3)

Name.....

Reg. No.....



**FIRST SEMESTER B.Com./B.B.A. DEGREE (SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2015**

(UG—CCSS)

Complementary Course

BC 1C 01/BB 1C 01—MANAGERIAL ECONOMICS

Time : Three Hours

Maximum : 30 Weightage

**Part A**

*This part consists of three bunches of questions carrying equal weightage.  
Each bunch has four questions.  
Answer all twelve questions.*

**A. Fill in the blanks :**

- ✓ 1 \_\_\_\_\_ function denotes the relationship between physical inputs and outputs of a firm.
- 2 In the absence of any alternative use, the opportunity cost is \_\_\_\_\_.
- 3 \_\_\_\_\_ is the practice of charging different prices to different buyers for the same product.
- ✓ 4 Car and petrol are \_\_\_\_\_ goods.

**B. Choose the correct answer from choices :**

- 5 Total cost per unit of output is called :  
(a) Marginal Cost. (b) Average Cost.  
(c) Fixed Cost. (d) Variable Cost.
- 6 Multiplier and Accelerator effects was propounded by :  
(a) R.G. Hawtrey. (b) J.R. Hicks.  
(c) Joseph Schumpeter. (d) Hayek.
- 7 Tax and Expenditure policy of the government :  
(a) Monetary policy. (b) tax policy.  
(c) Fiscal policy. (d) Budgetary policy.
- 8 Cost plus pricing :  
(a) AVC + AFC. (b) AVC + AFC + Profit margin.  
(c) AFC + Profit. (d) AVC + Profit.

Turn over

C. Answer in one word :

- 9 An explicit agreement among competing oligopoly firms on matters like prices and output.
- 10 Kind of price elasticity if quantity demanded increases without a reduction in price.
- 11 Method used in assessing future demand by analysing trend of past sales.
- 12 Extra cost of producing an additional single unit of output.

(12 × ¼ = 3 weightage)

### Part B

*Answer all **nine** questions in 1 or 2 sentences each.  
Each question carries a weightage of 1.*

- 13 What is Linear demand function ?
- 14 Write a short note on perfect competition.
- 15 What is price skimming ?
- 16 Give two examples for capital goods.
- 17 Explain Incremental revenue.
- 18 Write a short note on diminishing marginal utility.
- 19 What is demand schedule ?
- 20 What are economies of scale ?
- 21 What is opportunity cost ?

(9 × 1 = 9 weightage)

### Part C

*Answer any **five** questions.  
Answers shall not exceed **one page** each.  
Each question carries a weightage of 2.*

- 22 What are isoquants? What are their properties ?
- 23 Differentiate perfect competition and monopolistic competition.
- 24 Explain the Law of diminishing returns.
- 25 Distinguish pure economics and managerial economics.
- 26 Explain with diagram Demand Curve.
- 27 Explain the phases in Business Cycle.
- 28 When the Income of Mr. X was Rs. 500/month, the quantity demanded of a commodity was 25 Kgs. When his income increased to Rs. 550 his Demand increased to 35 Kgs. Calculate the income elasticity of demand and Comment on it.

(5 × 2 = 10 weightage)

**Part D**

*Answer any two questions.  
Each question carries a weightage of 4.*

- 29 Discuss the various economic tools that aid decision making.
- 30 Explain how price and output are determined under monopolistic competition ?
- 31 Explain the concept of price elasticity of demand. What are the factors determining price elasticity of demand ?

(2 × 4 = 8 weightage)

D 74524

2  
(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER B.Com./B.B.A. DEGREE (SUPPLEMENTARY/  
IMPROVEMENT) (UG-CCSS) EXAMINATION, NOVEMBER 2014**

(SDE)

Complementary Course

BC 1C 01/BB IC 01—MANAGERIAL ECONOMICS

Time : Two Hours and Forty-five Minutes

Maximum : 27 Weightage

*Answer only in English.*

**Part B**

**Section A**

*Answer all nine questions.*

*Each question carries a weightage of 1.*

1. Define Managerial Economics.
2. What is Derived demand ?
3. Define the Law of demand.
4. What is advertising elasticity ?
5. What is meant by "marginal product" ?
6. State Cobb Douglas production function.
7. Define Monopsony.
8. What do you mean by going rate pricing ?
9. What is business forecasting ?

(9 × 1 = 9 weightage)

**Section B**

*Answer any five questions.*

*Each question carries a weightage of 2.*

10. What are the important functions of a managerial economist ?
11. Explain the law of diminishing marginal utility with an example.
12. Explain the concept of consumer surplus.
13. What are the advantages of large scale production ?
14. Explain the kinked demand curve model.

**Turn over**

- 15. Explain pricing strategy of new products.
- 16. Discuss the methods of economic forecasting.

(5 × 2 = 10 weightage)

Section C

*Answer any two questions.  
Each question carries a weightage of 4.*

- 17. Define price elasticity of demand. Discuss the importance of price elasticity in business decisions.
- 18. Explain briefly the law of diminishing returns and its relevance to business decisions.
- 19. What do you understand by business cycle? Discuss briefly the various factors causing business cycle.

(2 × 4 = 8 weightage)

Section A

*Answer all nine questions.  
Each question carries a weightage of 1.*

- 1. Define Marginal Economic
- 2. What is Derived demand?
- 3. Define the law of demand.
- 4. What is advertising elasticity?
- 5. What is meant by "marginal product"?
- 6. State Cobb-Douglas production function.
- 7. Define Monopoly.
- 8. What do you mean by going rate pricing?
- 9. What is business forecasting?

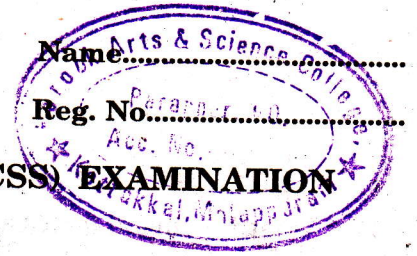
Section B

*Answer any five questions.  
Each question carries a weightage of 3.*

- 10. What are the important functions of a managerial economist?
- 11. Explain the law of diminishing marginal utility with an example.
- 12. Explain the concept of consumer surplus.
- 13. What are the advantages of large scale production?
- 14. Explain the kinked demand curve model.

C 64618

(Pages : 2)



**FIRST SEMESTER B.Com./B.B.A. DEGREE (UG-CCSS) EXAMINATION  
MAY 2014**

(SDE)

Complementary Course

BC 1C 01/BB 1C 01—MANAGERIAL ECONOMICS

Time : Two Hours and Forty-five Minutes

Maximum : 27 Weightage

**Part B**

**Section A**

*Answer all nine questions.*

*Each question carries a weightage of 1.*

1. Define Managerial Economics.
2. What is Giffens Paradox ?
3. What is a demand schedule ?
4. What is marginal revenue ?
5. What is production function ?
6. What is meant by perfect competition ?
7. Explain the meaning of price leadership.
8. What is cost plus pricing ?
9. Explain the term "depression".

(9 × 1 = 9 weightage)

**Section B**

*Answer any five questions.*

*Each question carries a weightage of 2.*

10. Discuss briefly the different degrees of price elasticity of demand.
11. Discuss the steps in decision-making.
12. Differentiate the accounting and economic cost concepts.
13. What are the chief properties of isoquants ?
14. Explain with diagram, the concept of kinked demand.
15. Explain the pricing policy in respect of new products.
16. What do you mean by business forecasting ? Explain its uses.

(5 × 2 = 10 weightage)

**Turn over**

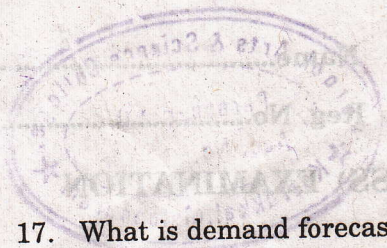
Section C

Answer any two questions.

Each question carries a weightage of 4.

- 17. What is demand forecasting ? Explain briefly the various methods of forecasting demand.
- 18. Define Trade Cycle. What are the effective measures to control trade cycle ?
- 19. Explain the process of price output determination under monopoly.

(2 x 4 = 8 weightage)



Answer all nine questions.  
Each question carries a weightage of 1.

Section A

1. Define Managerial Economics.
2. What is Gilbert Tarbox?
3. What is a demand schedule?
4. What is marginal revenue?
5. What is production function?
6. What is meant by perfect competition?
7. Explain the meaning of price leadership.
8. What is cost plus pricing?
9. Explain the term "depression".

Section B

Answer any five questions.  
Each question carries a weightage of 2.

10. Discuss briefly the different degrees of price elasticity of demand.
11. Discuss the steps in decision-making.
12. Differentiate the accounting and economic cost concepts.
13. What are the chief properties of isoquants?
14. Explain with diagram, the concept of kinked demand.
15. Explain the pricing policy in respect of new products.
16. What do you mean by business forecasting? Explain its uses.

(2 x 1 = 2 weightage)

(5 x 2 = 10 weightage)

Turn over

**FIRST SEMESTER B.B.A. DEGREE (PRIVATE/SDE)  
EXAMINATION, APRIL/MAY 2013**

(CCSS)

BB1 C01—MANAGERIAL ECONOMICS

	Time	Weightage
Part I Descriptive Questions	2.45 Hours	27
Part II Multiple Choice Questions	0.15 Hour	3
<b>Maximum</b>	<b>3 Hours</b>	<b>30 Weightage</b>

**Part I**

**Part A**

*Answer all nine questions.*

*Each question carries a weightage of 1.*

1. Define Economics.
2. Define the term "Demand".
3. What do you mean by cross elasticity of demand.
4. Explain production function.
5. Distinguish between Marginal cost and Average cost.
6. Define price discrimination.
7. Define Oligopoly.
8. Define Business cycles.
9. What do you mean by skimming price policy ?

(9 × 1 = 9 weightage)

**Part B**

*Answer any five questions.*

*Each question carries a weightage of 2.*

10. Explain Laws of Demand. What are its assumptions ?
11. What is demand forecasting ? Explain any two methods of demand forecasting for a new product.
12. What are the characteristics of Managerial Economics ?

**Turn over**

13. Distinguish between Marginal cost pricing and Full cost pricing. State any *two* advantages of each.
14. Explain the characteristics features of perfect competitive market.
15. Explain briefly the factors affecting pricing decisions.
16. Explain the different phases of Business cycles.

(5 × 2 = 10 weightage)

### Part C

*Answer any two questions.  
Each question carries a weightage of 4.*

17. What is monopoly market ? Explain how equilibrium is attained under monopoly market.
18. Explain the economies and diseconomies of scale.
19. Define Managerial Economics. How does it differ from Pure Economics ? Explain the scope of managerial economics.

(2 × 4 = 8 weightage)

### Part II

#### Multiple Choice Questions

Time : 15 Minutes

Maximum : 3 Weightage

1. Functional relationship between input and output known as :
 

(a) Conversion.	(b) Production function.
(c) Work in progress.	(d) Output function.
2. Iso-cost line indicate the price of :
 

(a) Output.	(b) Inputs.
(c) Finished goods.	(d) Raw material.
3. \_\_\_\_\_ product will never be zero or negative.
 

(a) Marginal.	(b) Total.
(c) Average.	(d) All the above.
4. A graph indicating different combination of inputs with different level of output is called :
 

(a) Iso-cost map.	(b) BEP map.
(c) Input-output map.	(d) Iso-quant map.
5. Which is not a property of ISOQUANT ?
 

(a) Downward sloping.	(b) Convex.
(c) Negative slope.	(d) Positive slope.

6. Which of the following is not a variable input ?
- (a) Raw material. (b) Power.  
(c) Equipment. (d) None of these.
7. Which of the following is a short run law ?
- (a) Law of constant return to scale. (b) Law of increasing return to scale.  
(c) Law of diminishing return. (d) None of these.
8. \_\_\_\_\_ is called produced means of production.
- (a) Land. (b) Labour.  
(c) Capital. (d) Raw material.
9. In the long run all input become \_\_\_\_\_.
- (a) Fixed. (b) Variable.  
(c) Semi-variable. (d) None of these.
10. The properties of indifference curves are :
- (a) Indifference curve slopes downwards from left to right.  
(b) Convex to the point of origin.  
(c) Two indifference curve never cut each other.  
(d) All of these.
11. Price discrimination occurs when variation in prices for a product in different markets does not reflect variation ?
- (a) Costs. (b) Price.  
(c) Demand. (d) All of these.
12. A cost that has already been committed and cannot be recovered known as :
- (a) Sunk cost. (b) Total cost.  
(c) Full cost. (d) Variable cost.
13. The competitive firm's long run supply curve is the portion of its \_\_\_\_\_ curve lies above average total cost.
- (a) Marginal cost. (b) Revenue cost.  
(c) Fixed cost. (d) All of these.
14. Whenever marginal cost is more than \_\_\_\_\_ average total cost is falling :
- (a) Average total revenue. (b) Average total cost.  
(c) Average profit. (d) All of these.

Turn over

15. Whenever \_\_\_\_\_ is greater than average total cost, average total cost is rising.
- (a) Marginal cost. (b) Variable cost.  
(c) Fixed cost. (d) Full cost.
16. The claim that, other things equal, the quantity supplied of a goods rises when the price of goods raises known as :
- (a) Law of economics. (b) Law of supply.  
(c) Law of demand. (d) All of these.
17. The marginal revenue equation can be derived from the :
- (a) Demand equation. (b) Supply equation.  
(c) Cost equation. (d) Price equation.
18. Which is the determinant of the pricing policy of a firm ?
- (a) Channel of distribution. (b) Age of product.  
(c) Consumer association. (d) All of these.
19. Information for pricing decisions involves :
- (a) Product information. (b) Market information.  
(c) Information at the micro level. (d) All of these.
20. Which is the reason of skimming price ?
- (a) Inelastic demand. (b) Diversion of market.  
(c) Safer price policy. (d) All of these.

**D 74339**

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2014**

(CUCBCSS-UG)

Complementary Course

**BB 1C 01—MANAGERIAL ECONOMICS**

Time : Three Hours

Maximum : 80 Marks

**Part I**

*Answer all questions.*

1. Father of Modern Economics :
  - (a) Alfred Marshall.
  - (b) Adam Smith.
  - (c) Lionnel Robins.
  - (d) Carl Max.
2. Demand for producers goods are :
  - (a) Direct.
  - (b) Derived.
  - (c) Autonomous.
  - (d) Durable.
3. Existence of large number of buyers and sellers dealing with differentiated products :
  - (a) Perfect competition.
  - (b) Monopolistic competition.
  - (c) Oligopolistic competition.
  - (d) Oligopoly.
4. The economic process through which human wants are satisfied :
  - (a) Production.
  - (b) Consumption.
  - (c) Distribution.
  - (d) Employment.
5. Boom phase is known as :
  - (a) Recession.
  - (b) Depression.
  - (c) Prosperity.
  - (d) Recovery.
6. The want satisfying capacity of a product is known as \_\_\_\_\_.
7. The practice of charging different price for the same product is termed as \_\_\_\_\_.
8. \_\_\_\_\_ is the technological relationship between the output and its input.
9. The monetary policy used to control inflation is known as \_\_\_\_\_.
10. Managerial economics is \_\_\_\_\_ economics in character.

(10 × 1 = 10 marks)

**Turn over**

**Part II (Short Answer Questions)**

*Answer any eight questions.*

11. Define economies of scale.
12. What is elasticity of demand ?
13. What is meant by cost reduction ?
14. What is meant by shift in demand ?
15. Define opportunity cost.
16. What is meant by marginal revenue ?
17. Differentiate between durable and non-durable goods.
18. What is price skimming ?
19. What is microeconomics ?
20. Define Inflation.

(8 × 2 = 16 marks)

**Part III (Short Essays)**

*Answer any six questions.*

21. Discuss the uses of Managerial Economics.
22. Differentiate between monetary policy and fiscal policy.
23. Describe the phases of business cycle.
24. Explain the causes of Inflation.
25. Explain the law of returns to scale.
26. Explain how pricing is done in perfect competition.
27. Explain kinked demand curve with illustration.
28. State and explain Cobb-Douglas production function.

(6 × 4 = 24 marks)

**Part IV (Long Essays)**

*Answer any two questions.*

29. Explain various forms of elasticity of demand.
30. Discuss various pricing practices.
31. Describe the properties of Isoquant and Isocost curves.

(2 × 15 = 30 marks)