

**D 135140**

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2025**

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2019 Syllabus)

Time : Two Hours and a Half

Maximum : 80 Marks

*Answer should be written in English only.***Part A***Answer all questions.**Each question carries 2 marks.*

1. What is the role of decision-making in managerial economics ?
2. What is consumer equilibrium ?
3. State the concept of cross elasticity of demand.
4. What is the substitution effect ?
5. What is expansion of demand ?
6. What do you mean by economies of scale ?
7. Mention any *two* differences between perfect competition and monopoly.
8. What is Oligopoly ?
9. What is WTO ?
10. What is Deflation ?
11. State the exceptions to Law of Demand.
12. Mention two features of Kerala economy.
13. What is producer's surplus ?

**Turn over**

14. Differentiate between normal goods and inferior goods.
15. What is elasticity of supply ?

(15 × 2 = 30, Maximum ceiling - 25 marks)

### Part B

*Answer all questions.  
Each question carries 5 marks.*

16. Differentiate between economics and managerial economics.
17. Define consumer surplus and explain its significance.
18. Explain the law of diminishing marginal utility
19. Discuss the determinants of supply.
20. What is price discrimination ? Provide an example.
21. Explain the impact of the WTO regime on the Indian economy.
22. Explain the impact of industrial development on Kerala's economy.
23. Explain the advantages of FDI.

(8 × 5 = 40, Maximum ceiling - 35 marks)

### Part C

*Answer any two questions.  
Each question carries 10 marks.*

24. Describe the indifference curve analysis and explain consumer equilibrium using this approach.
25. Explain the characteristics of monopoly and describe price determination under monopoly.
26. Define managerial economics. Explain the scope and characteristics of managerial economics.
27. What is price elasticity ? Explain the degrees of price elasticity and methods of measuring price elasticity of demand.

(2 × 10 = 20 marks)

D 113849

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2024**

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A**

*Answer all questions.  
Each question carries 2 marks.*

1. Define managerial economics.
2. What is forward planning ?
3. Differentiate between normal goods and inferior goods.
4. What is meant by income elasticity of demand ?
5. What is consumer equilibrium ?
6. Define monopolistic competition.
7. What is Duopoly ?
8. What is price leadership in an oligopoly ?
9. Define FDI.
10. Define Intellectual Property Rights (IPRs).
11. Name any *two* reforms introduced in the Indian economy since 1991.
12. What is an indifference curve ?
13. What is a kinked demand curve ?
14. What is Inflation ?
15. What is product differentiation ?

(15 × 2 = 30, Maximum ceiling 25 marks)

**Turn over**

**Part B**

*Answer all questions.  
Each question carries 5 marks.*

16. Explain the key characteristics of managerial economics.
17. Explain indifference curve analysis.
18. Differentiate between substitution effect and income effect.
19. Define elasticity of demand and explain its importance in pricing decisions.
20. Outline the key features of perfect competition.
21. What is price discrimination? Provide an example.
22. What is meant by the parallel economy? Discuss its impact on economic growth.
23. Highlight the role of small-scale industries in Kerala's economy.

(8 × 5 = 40, Maximum ceiling 35 marks)

**Part C**

*Answer any two question.  
Each question carries 10 marks.*

24. Explain the law of diminishing marginal utility and discuss its significance in understanding consumer behavior.
25. Discuss the features of oligopoly and explain the models of price leadership and the kinked demand curve.
26. Discuss the role of a managerial economist in an organization and discuss the tools used in managerial economics.
27. Explain the characteristics of Indian economy and discuss the major problems faced by Indian economy.

(2 × 10 = 20 marks)

D 53599

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2023**

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer all questions.*

1. What is meant by price demand ?
2. Write about WTO.
3. Define law of supply.
4. State the causes of poverty.
5. What is meant by income elasticity of demand ?
6. What is demonetization ?
7. What is cardinal analysis ?
8. What is monopolistic competition ?
9. What is liberalization ?
10. What do you know about equi-marginal principle ?
11. State the features of Kerala economy.
12. What is forward planning ?
13. What do you understand by producers' equilibrium ?
14. State the law of diminishing marginal utility.
15. What is price leadership ?

(15 × 2 = 30, Maximum ceiling 25 marks)

**Turn over**

**Part B**

*Answer all questions.*

*Each question carries 5 marks.*

16. Explain the impact of black money on the economy.
17. State the merits of FDI.
18. Explain the arguments against Ordinal utility approach.
19. Describe the determinants of elasticity of supply.
20. Explain the recent trends in India's foreign trade.
21. Illustrate the scope of managerial economics.
22. Write up the causes of inequalities in the income distribution of India.
23. What are the different types of inflation?

(8 × 5 = 40, Maximum ceiling 35 marks)

**Part C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. Discuss the different types of unemployment.
25. What is consumer surplus? What are the assumptions of it? Also, explain its practical importance.
26. Compare and contrast the market forms of perfect competition, monopoly, monopolistic competition and oligopoly.
27. Write an essay on the features of Indian economy.

(2 × 10 = 20 marks)

D 32302

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2022**

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer all questions.**Each question carries 2 marks.*

1. What is meant by indifference curve
2. Define managerial economics.
3. What is FDI ?
4. What is cross demand ?
5. What is under-employment ?
6. What is consumer surplus ?
7. What is marginal utility ?
8. What is meant by price discrimination ?
9. What do you understand by demand theory ?
10. What is Duopoly ?
11. What do you mean by advertising elasticity of demand ?
12. What is shutdown point ?
13. What do you know about WTO ?
14. Why managerial economics is called *pragmatic* ?
15. What is meant by collusive oligopoly ?

(15 × 2 = 30, Maximum ceiling 25 Marks)

**Turn over**

**Part B**

*Answer all questions.  
Each question carries 5 marks.*

16. Explain the role of government in a market economy.
17. In what all ways WTO implicated Indian economy ?
18. Explain the process of decision-making.
19. Why does demand curve slope downward ?
20. Explain the responsibilities of a managerial economist.
21. State the features of Indian economy.
22. Differentiate between perfect competition and monopolistic competition.
23. Write a note on Intellectual Property Rights.

(8 × 5 = 40, Maximum ceiling 35 Marks)

**Part C**

*Answer any two questions.  
Each question carries 10 marks.*

24. Discuss the poverty alleviation programmes of government.
25. Define elasticity of demand. Explain the practical importance of it in the business decisions.
26. Write an essay on India's trade reforms.
27. What is Monopoly ? Explain the price and output determination under monopoly.

(2 × 10 = 20 marks)

D 13540

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer all questions.**Each question carries 2 marks.*

1. Why managerial economics is called a *normative science* ?
2. What is LERMS ?
3. What is Unemployment ?
4. Write the assumptions of law of demand.
5. What is meant by perfect competition ?
6. What is the role of a managerial economist in a business ?
7. What are inferior goods ?
8. What do you know about product differentiation ?
9. What is Inflation ?
10. What do you mean by producers' surplus ?
11. What is kinked demand curve ?
12. What is meant by income elasticity ?
13. What is forward planning ?
14. What is contraction of demand ?
15. What is closed oligopoly ?

(15 × 2 = 30, Maximum ceiling 25 marks)

**Turn over**

**Part B**

*Answer all questions.  
Each question carries 5 marks.*

16. State the causes of inequalities in the income distribution of India.
17. Explain the role of SSIs in the economic growth of Kerala.
18. Describe the determinants of supply.
19. Explain about the basic economic tools in managerial economics.
20. Explain the different forms of monopoly.
21. Write up the causes of unemployment in India.
22. What are the disadvantages of FDI ?
23. Explain the arguments against the concept of consumer surplus.

(8 × 5 = 40, Maximum ceiling 35 Marks)

**Part C**

*Answer any two questions.  
Each question carries 10 marks.*

24. Discuss the features of Kerala economy.
25. What is black money ? Explain the measures taken by the government to curb black money.
26. Define indifference curve analysis. Explain the properties and assumptions of it.
27. What is monopolistic competition ? What are the features of it ? Illustrate the demand curve of a firm under monopolistic competition.

(2 × 10 = 20 marks)

**D 12580**

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A (Short Answer Type Questions)**

*Answer at least **ten** questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

1. Define Macro Economics.
2. What is nature and scope of managerial economics ?
3. What do you mean by Cardinal Analysis ?
4. What is consumer surplus ?
5. What do you mean by elasticity of supply ?
6. What is called consumer equilibrium ?
7. What do you mean by 'price consumption curve' ?
8. State the features of perfect market.
9. What do you mean by Equilibrium of the Firm under Perfect Competition ?
10. What is called price discrimination under monopoly ?
11. What is collusive oligopoly ?
12. What is product differentiation ?
13. State the role of WTO in Indian economy.
14. What do you mean by under employment ?
15. What is the role of MNCs in economic development ?

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least **five** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. What are benefits of MSME from Central Government ?
17. Explain the issues in Indian Economy.
18. Write a note on parallel economy.
19. What are the main causes of inflation ?
20. What is monopoly and what are its features ?
21. Write a note on 'kinked demand curve.'
22. What do you mean by indifference curve analysis ?
23. Explain the process of decision-making.

(5 × 6 = 30 marks)

**Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. Draw a sketch of Kerala economy.
25. Explain in detail the theory of consumer behaviour.
26. Discuss relationship of managerial economics with other disciplines.
27. Write a note on oligopoly market.

(2 × 10 = 20 marks)

D 94065

(Pages : 2 + 4 = 6)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS) DEGREE EXAMINATION, NOVEMBER 2020**

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Distinguish Managerial Economics from Economics.
2. State the need for forward planning.
3. In which way Managerial Economics is related to Accounting ?
4. What do you mean by 'ordinal utility approach' ?
5. What do you mean by Giffen goods ?
6. What is substitution effect of a price change ?
7. What is profit maximisation in economics ?
8. How does a firm attain equilibrium under imperfect competition ?
9. Why do oligopoly firms engage in price leadership ?
10. What is structural unemployment ?
11. What are the causes of black marketing ?
12. What is market economy ?
13. Why is foreign trade important ?
14. Who regulates foreign trade policy in India ?
15. What is MSME ?

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least **five** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. What is intellectual property right ? State its purpose.
17. What is foreign trade policy and its objectives ?
18. Explain the role of Government in a market economy.
19. Write a note on Indian economy under WTO regime.
20. What is monopolistic competition and what are its features ?
21. What is the difference between monopoly and monopolistic competition ?
22. Explain the fundamental tools in managerial economic for decision making.
23. What is law of diminishing marginal utility and explain its importance ?

(5 × 6 = 30 marks)

**Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. Discuss the role and importance of managerial economist.
25. Explain the concept of elasticity of demand.
26. Discuss the structure and direction of India's foreign trade.
27. Write a detailed note on the problems of Indian Economy.

(2 × 10 = 20 marks)

D 93734

(Pages : 2)

Name.....

Reg. No.....

FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2020

(CBCSS)

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer at least ten questions.*

*Each question carries 3 marks.*

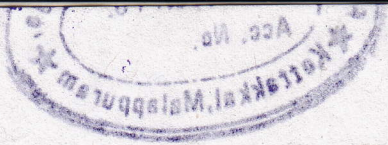
*All questions can be attended.*

*Overall Ceiling 30.*

1. State the scope of Managerial Economics.
2. What is Normative Economics ?
3. Who is a managerial economist ?
4. What do you mean by consumer behaviour ?
5. What do you mean by Veblen effect or demonstration effect ?
6. What do you mean by equilibrium price ?
7. How does exchange rate affect economy ?
8. What do you mean by market economy ?
9. What is collusive oligopoly ?
10. What is duopoly ?
11. Write a short note on equilibrium firm in the short run.
12. What do you mean by price leadership ?
13. What is the supply curve in perfect competition ?
14. What do you mean by MNC ?
15. Name the different types of unemployment.

(10 × 3 = 30 marks)

**Turn over**



Name: .....  
Reg. No. ....

**Section B**

*Answer at least five questions.  
Each question carries 6 marks.  
All questions can be attended.  
Overall Ceiling 30.*

- 16. How will you arrive at a business decision ?
- 17. Explain the objectives of managerial economics.
- 18. What do you mean by elasticity of demand and what are the types of elasticity of demand ?
- 19. What are the exceptions to the law of diminishing marginal utility ?
- 20. Distinguish between Perfect Competition and Monopoly.
- 21. What are the responsibilities of a managerial economist ?
- 22. Write a note on price consumption curve and income consumption curve.
- 23. Explain the concept and types of elasticity of demand.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.  
Each question carries 10 marks.*

- 24. Explain Price Determination under Oligopoly.
- 25. Write a detailed note on IPR.
- 26. Explain the causes of inequalities.
- 27. Discuss the overall economy in Kerala since the late eighties.

(2 × 10 = 20 marks)

(10 × 3 = 30 marks)

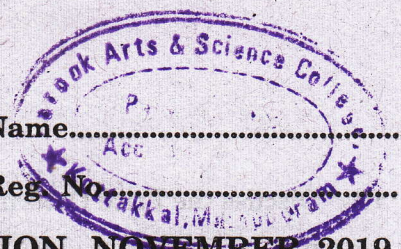
Turn over

D 73048

(Pages : 2)

Name.....

Reg. No.....



**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

(CBCSS)

B.Com.

**BCM 1C 01—MANAGERIAL ECONOMICS**

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer all questions.*

*2 marks each.*

1. What are the major features of growth definition of economics ?
2. What is capital budgeting ?
3. What is Law of Demand ?
4. What is law of diminishing marginal utility ?
5. What do you mean by Exchange rate policy ?
6. What is the concept of intellectual property ?
7. State the significance of cardinal utility theory.
8. What do you mean by indifference schedule ?
9. What does elasticity of supply mean ?
10. What do you mean by Parallel Economy ?
11. Why is consumer behaviour important ?
12. State the role of WTO.
13. Differentiate inferior goods from giffen goods.
14. What is monopoly equilibrium ?
15. What do you mean by kinked demand curve under oligopoly ?

(Max. 25 Marks)

**Section B**

*Answer all questions.*

*5 marks each.*

16. Write a note on Giffen Commodity Case (Hicksian Approach).
17. State the importance of Indifference Curve Analysis.

**Turn over**

18. Discuss the Price Determination under Monopoly.
19. What are the factors governing prices ?
20. What are the Problems of Growth in Indian Economy ?
21. Explain the meaning and causes of inflation.
22. Explain the role of MSME in Kerala Economy.
23. State the phenomena of price discrimination under monopoly.

(Max. 35 Marks)

### Section C

*Answer any two of the following.  
10 marks each.*

24. Explain the growth of Indian economy under WTO regime.
25. What are the determinants of elasticity of demand ? Explain.
26. As a tool in decision-making and forward planning, explain the significance of managerial economics.
27. What is elasticity of demand and also state the different types of elasticity of demand ?

(Max. 20 Marks)