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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

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)