



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

First Semester B.Com. Degree Examination, November 2014

First Degree Programme under CBCSS

Complementary Course – I: (for Commerce)

AUCO131: Managerial Economics

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL questions in one or two sentences.

1. State the Law of Demand.
2. What do you mean by Business Cycle ?
3. What is Implicit Cost ?
4. What do you mean by rational decisions ?
5. What do you mean by Recession ?
6. What is Macro Economics ?
7. What is Diminishing Marginal utility ?
8. What is Derived Demand ?
9. What is Equilibrium Price ?
10. What is price discrimination ?

(10 x 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, each in a short paragraph not exceeding 50 words.

11. “A product is nothing without utility”. Elaborate.
12. Write a note on Price Leadership under Oligopoly.
13. How would you measure advertisement elasticity ?
14. Discuss the process of decision making.

P.T.O.

