



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Third Semester B.Voc. Degree Examination, November 2016
First Degree Programme under CSS
General Course – IX (for Tourism & Hospitality Management)
AUTH363: Managerial Economics

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL questions in one or two sentences.

1. What is Managerial Economics ?
2. What is Utility ?
3. Explain Demand.
4. What is Advertisement Elasticity ?
5. What do you mean by Marginal revenue ?
6. What is Income Elasticity ?
7. Explain about Depression.
8. Explain about Arc Elasticity.
9. What is business forecasting ?
10. What is Product Line ?

(10 × 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, not exceeding a paragraph of 50 words.

11. Explain about Demand Function.
12. What is Delphi Method ?
13. What is Cobb Douglas production function ?
14. What is your idea about Law of diminishing returns ?

1592

15. What is Economics ?
16. Distinguish between Short and Long term forecasting.
17. Distinguish between Cost plus pricing and break even pricing.
18. Explain the law of returns to scale.
19. Explain Iso cost curve.
20. What do you meant by diseconomies of scale ?
21. Distinguish between programmed and non – programmed decisions in an organization.
22. What is Price elasticity of demand ?

(8 × 2 = 16 Marks)

SECTION – C

Answer any SIX questions, in a page of 100 words.

23. Explain briefly about Theory of Production.
24. Briefly explain the application of economics theories in Business decision.
25. Explain briefly the properties of Isoquant.
26. Explain the concept Business Cycle.
27. What is the significance of pricing in an organization ?
28. Distinguish between managerial Economics and Traditional Economics.
29. Discuss briefly about the steps involved in Decision Making Process.
30. Distinguish between Micro and Macro economics.
31. Why demand estimation is important ?

(6 × 4 = 24 Marks)

SECTION – D

Answer any TWO questions, not exceeding four pages.

32. Explain briefly Phases of Business Cycle.
33. “Managerial Economist’s role in the business is essential for the development of organization”. Discuss.
34. Briefly narrate the Different pricing Methods.
35. What are the different methods of business forecasting ?

(2 × 15 = 30 Marks)

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