



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

First Semester B.Com. Degree Examination, November 2016

First Degree Programme under CBCSS

Complementary Course – I: (for Commerce)

AUCO131: Managerial Economics

(Common for **Regular** – 2016 Admn. and **Improvement** – 2015 Admn.)

Time: **3** Hours

Max. Marks: **80**

SECTION – A

Answer ALL questions in one or two sentences.

1. Define ‘Managerial Economics’.
2. What is forecasting of demand ?
3. What is opportunity cost ?
4. What do you mean by macro – economics ?
5. Give an example of price discrimination.
6. What do you meant by iso quant curves ?
7. What is meant by product line ?
8. What is cross elasticity of demand ?
9. Name the different phases of business cycle.
10. What is substitution effect ?

(10 × 1 = 10 Marks)

SECTION – B

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

11. What do you mean by Autonomous demand and Derived demand ?
12. Define the term decision making.
13. What is Giffen’s Paradox ?
14. What is shift in demand ?

