

MAR IVANIOS COLLEGE (AUTONOMOUS) THIRUVANANTHAPURAM

Reg. No. :....

Name :....

Max. Marks: 80

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

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 ?

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- 15. What do you mean by Delphi method of demand forecasting ?
- 16. What do you mean Demand Function ?
- 17. What do you mean by economies of scale ?
- 18. How do you construct an iso cost curve ?
- 19. Give the difference between market penetration and market skimming.
- 20. What are the symptoms of product maturity ?
- 21. What are leading indices ?
- 22. State the law of diminishing returns.

 $(8 \times 2 = 16 \text{ Marks})$

SECTION – C

Answer any SIX questions, each in a paragraph not exceeding 120 words.

- 23. What are the different responsibilities of a managerial economist ?
- 24. Explain the various economic theories in business decisions.
- 25. Why does a demand curve slopes downward?
- 26. What are the different types of price elasticity of demand ?
- 27. Explain the various factors determining elasticity of demand.
- 28. Briefly explain the various steps in demand forecasting.
- 29. Explain the various internal economies associated with scale of operation.
- 30. Describe the various properties of isoquant curves.
- 31. State the various objectives of pricing policy.

 $(6 \times 4 = 24 \text{ Marks})$

SECTION – D

Answer any **TWO** questions, not exceeding four pages.

- 32. Describe the various theories of trade cycle.
- 33. Explain various techniques of demand forecasting.
- 34. Describe the various ways by which income elasticity can be measured. Also explain the different types of income elasticity.
- 35. Describe the factors determining demand of a product.

 $(2 \times 15 = 30 \text{ Marks})$