

**D 12149**

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, DECEMBER 2016**

(CUCSS)

BUS 1C 07—MANAGERIAL ECONOMICS

(2013 Admissions)

Time : Three Hours

Maximum : 36 Weightage

**Part A**

*Answer all the questions.*

*Each question carries 1 weightage.*

1. What is Managerial Economics ?
2. What is demand curve ?
3. What is survey method of forecasting demand ?
4. Explain ISO-cost curves.
5. What is monopolistic competition ?
6. Define National Income.

(6 × 1 = 6 weightage)

**Part B**

*Answer any six questions.*

*Each question carries 3 weightage.*

7. Explain the important determinants of demand.
8. Discuss the utility of demand forecasting. State the criteria of a good forecasting method.
9. Explain the law of variable proportions.
10. What are the methods of measuring national income ?
11. Discuss the importance and limitations of Cobb-Douglas production function.
12. Mention the uses and limitations of break-even analysis.
13. What are opportunity costs ? Give some examples. How are those costs relevant for managerial decisions ?
14. What is Oligopoly ? Discuss its characteristics.

(6 × 3 = 18 weightage)

**Turn over**

**Part C**

*Answer any two questions.*

*Each question carries 6 weightage.*

15. What is perfect competition ? How pricing decisions are taken under the conditions of perfect competition in short-run and long-run ?
16. Define price-elasticity of demand and distinguish its various types. Discuss the role of price-elasticity of demand in business decisions.
17. Discuss the various phases of a business cycle. Explain its characteristics.

(2 × 6 = 12 weightage)