

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2014

(CUCSS)

BUS 1C 07—MANAGERIAL ECONOMICS

(2013 Admission onwards)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer all the questions.**Each question carries 1 weightage.*

1. Economics is obviously a study of the _____ behavior of the people.
2. Elasticity of demand is the percentage change in demand as a result of _____ percentage change in the price of the commodity.
3. Behavior of output as a result of the variations in all inputs is discussed under Law of Variable proportion.
4. Firm and industry are identical in a monopoly setting.
5. The business cycle refers to the cyclical variation in Economic activity.
6. Lack of uniformity in the size of different oligopolies is also a duopoly characteristic.

(6 × 1 = 6 weightage)

Part B

*Answer any six questions.**Each question carries 3 weightage.*

7. Explain the nature and scope of managerial economics.
8. What is the significance of demand forecasting in business decisions ?
9. What are the assumptions of production function ?
10. What are the features of monopolistic competition ?
- ✓ 11. What are the basic concepts of national income ?
12. Define : ISO-quant.
13. What are the four important methods for pricing ?
14. Define : Opportunity cost.

(6 × 3 = 18 weightage)

Turn over

Part C

*Answer any two questions.
Each question carries 6 weightage.*

15. Discuss the short-run cost output relations ?
16. Explain the Pricing and output decisions under monopolistic competition ?
17. What are the techniques of forecasting demand ?

(2 × 6 = 12 weightage)