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Name.....

Reg. No......

FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2020

(CBCSS)

B.Com.

BCM 1C 01-MANAGERIAL ECONOMICS

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions. Each question carries 3 marks. All questions can be attended. Overall Ceiling 30.

1. State the scope of Managerial Economics.

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- 2. What is Normative Economics?
- 3. Who is a managerial economist?
- 4. What do you mean by consumer behaviour?
- 5. What do you mean by Veblen effect or demonstration effect?
- 6. What do you mean by equilibrium price?
- 7. How does exchange rate affect economy?
- 8. What do you mean by market economy?
- 9. What is collusive oligopoly?
- 10. What is duopoly?
- 11. Write a short note on equilibrium firm in the short run.
- 12. What do you mean by price leadership?
- 13. What is the supply curve in perfect competition?
- 14. What do you mean by MNC?
- 15. Name the different types of unemployment.

 $(10 \times 3 = 30 \text{ marks})$

Turn over

Section B

Answer at least five questions. Each question carries 6 marks. All questions can be attended. Overall Ceiling 30.

- 16. How will you arrive at a business decision ?
- 17. Explain the objectives of managerial economics.
- 18. What do you mean by elasticity of demand and what are the types of elasticity of demand ?
- 19. What are the exceptions to the law of diminishing marginal utility?
- 20. Distinguish between Perfect Competition and Monopoly.
- 21. What are the responsibilities of a managerial economist?
- 22. Write a note on price consumption curve and income consumption curve.
- 23. Explain the concept and types of elasticity of demand.

 $(5 \times 6 = 30 \text{ marks})$

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Section C

Answer any **two** questions. Each question carries 10 marks.

- 24. Explain Price Determination under Oligopoly.
- 25. Write a detailed note on IPR.
- 26. Explain the causes of inequalities.
- 27. Discuss the overall economy in Kerala since the late eighties.

 $(2 \times 10 = 20 \text{ marks})$