

**23U140S**

(Pages: 2)

Name: .....

Reg. No: .....

**FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2023**

(CUCBCSS-UG)

**CC17U BC1 C01 - MANAGERIAL ECONOMICS**

(Commerce – Complementary Course)

(2017, 2018 Admissions – Supplementary)

Time: Three Hours

Maximum: 80 Marks

**Part A**

Answer *all* questions. Each question carries 1 mark.

I. Choose the correct answer from the following:

1. The Author of the Wealth of Nations is  
(a) Marshall                      (b) Robin                      (c) Adam Smith                      (d) Fema
2. If the income elasticity of demand is Negative, the good is a  
(a) Positive good                      (b) Normal good                      (c) Elastic good                      (d) Inferior good
3. Product differentiation is an important feature of  
(a) Perfect competition                      (b) Monopoly  
(c) Monopolistic competition                      (d) Duopoly
4. Which of the following is not a form of imperfect competition”?  
(a) Monopoly                      (b) Monopolistic competition  
(c) Oligopoly                      (d) Duopoly
5. Which of the following is not a development issue in India?  
(a) Unemployment                      (b) Inflation  
(c) Population Pressure                      (d) Decreasing trend of foreign capital

II. Fill in the Blanks:

6. The Micro economic theory is also called .....
7. The income elasticity of inferior goods is .....
8. The Cost of best alternative foregone is ..... cost.
9. Under the perfect competition ..... curve is U shaped.
10. Price Rigidity is an important feature of .....

**(10 × 1 = 10 Marks)**

**Part B**

Answer any *eight* questions. Each question carries 2 marks.

11. Why Demand Curve shows downwards?
12. What is Price Dumping?

13. What is Veblen effect?
14. What is Collusive oligopoly?
15. What is Isoquant Map?
16. What is Price Leadership?
17. What is Cross Elasticity?
18. Define inflation.
19. What is relative poverty?
20. What are Diseconomies of Scale?

**(8 × 2 = 16 Marks)**

### **Part C**

Answer any *six* questions. Each question carries 4 marks.

21. What are the various exceptions to the Law of Demand?
22. Distinguish between perfect competition and monopoly.
23. What are the indicators of the business cycle?
24. Explain Cobb-Douglars production function
25. What are the Objectives of Pricing Policies?
26. Explain the law of Equi Marginal Utility.
27. What is Monopolistic Competition? What are the essential features of Monopolistic Competition?
28. State and illustrate the Law of Variable Proportion?

**(6 × 4 = 24 Marks)**

### **Part D**

Answer any *two* questions. Each question carries 15 marks.

29. How does Economic Theory contribute to Managerial Decisions?
30. What is Monopoly? How pricing decision are taken under the condition of Monopoly in short-run and long-run?
31. Define Demand. Discuss the determinants of consumer demand and market demand?

**(2 × 15 = 30 Marks)**

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