

D1BCP2202

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Reg.No.....

Name:

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2022**(Regular/Improvement/Supplementary)****B.Com Professional****GBCP1B02T: MANAGERIAL ECONOMICS****Time: 3 Hours****Maximum Marks: 80****PART A: Answer all the questions. Each carries 1 mark.****Choose the correct answer.**

1. A fall in the price of a commodity leads to
 - a. Fall in demand
 - b. A rise in the consumer's real income
 - c. A fall in the consumer's real income
 - d. None of the above
2. The process of capital formation involves
 - a. Increase in the volume of real savings
 - b. Mobilization of savings
 - c. Investment of savings
 - d. All of the above
3. "AP is at its maximum at the beginning of this stage and MP is zero at the end of this stage".
This stage relates to
 - a. I stage of production
 - b. II stage of production
 - c. III stage of production
 - d. All the above
4. Production is an economic activity which means
 - a. Creation of input
 - b. Addition to the machinery
 - c. Transformation of inputs into outputs with a given technology
 - d. None of these
5. Average cost pricing is also called as
 - a. Cost plus pricing
 - b. Marginal cost pricing
 - c. Margin pricing
 - d. Both a & c

Fill in the Blanks

6. Wealth definition of economics was put forward by
7. A monopolist is price.....
8. In Perfect competition selling cost is.....
9. Growth definition in economics was given by.....
10. When the firm fixes a high price for its it is called skimming pricing.

(10 × 1 = 10 Marks)
(PTO)

PART B. Answer any eight questions. Each carries 2 marks.

11. Explain capital budgeting.
12. State the relation between Marginal Revenue and Average Revenue.
13. Give the meaning of Marginal Physical Product.
14. Define the term "Market" as used in economics.
15. Discuss two important features of imperfect competition.
16. Define duopoly market.
17. Explain the Cost-Plus Pricing.
18. What is barometric pricing?
19. What is boom?
20. Define economic forecasting.

(8 × 2 = 16 Marks)

PART C: Answer any six questions. Each carries 4 marks.

21. Discuss the important characteristics of managerial economics.
22. Explain the nature of managerial economics
23. Distinguish between Giffen goods and Inferior goods with examples
24. Explain external economies of scale.
25. Which are the three stages of law of variable proportion?
26. State the features of monopoly
27. Enlist the features of business cycle.
28. Cite out the reasons for inflations.

(6 × 4 = 24 Marks)

PART D: Answer any two questions. Each carries 15 marks.

29. What is Elasticity of Demand? Explain Price, Cross and Income Elasticity of Demand used in managerial decision making process.
30. Discuss producer's equilibrium with the help of Isoquant and isocost.
31. What do you mean by pricing of new product? Explain the factors affecting and methods of pricing of new product.

(2 × 15 = 30 Marks)