D1BHC2204   (PAGES 2)   Reg. No............................

Name: ....

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2022
B.COM HONOURS
GBCH1B04T: MANGERIAL ECONOMICS

Time: 3 Hours   **Maximum Marks: 80**

PART A: Answer all the questions. Each carries 1 mark.

Choose the correct answer.

1. Which of the following is the method of measuring national income?

    A) Expenditure Method   B) Product Method   C) Income Method   D) All of these

2. Father of modern economics is ……………...........

    A) Samuelson   B) Alfred Marshall   C) Lionel Robbins   D) Adam Smith

3. The relationship between rate of inputs of productive services and the rate of output is

    known as ……………

    A) Supply function   B) Utility function   C) Production function   D) None of these

4. Which of the following is an example of non-durable goods?

    A) Automobiles   B) House hold appliances   C) Food items   D) Vehicle

5. …….. is the additional cost due to a change in the level or nature of business activity.

    A) Implicit cost   B) Social cost   C) Sunk cost   D) Incremental cost

Fill in the Blanks.

6. Boom phase is also called ……………..

7. Managerial economics is …………. economics in nature.

8. The demand for salt is ………….

9. Under oligopoly each firm is …………..

10. Decision making is a function of ………….

                                                       (10 x 1 = 10 Marks)

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

11. Define fiscal policy.

12. List out the differences between personal income and private income.

13. What is price discrimination?

14. How does market price differ from equilibrium price?

15. Define managerial economics.

16. Mention the steps in decision making.

                                                                  (PTO)

17. Distinguish between fixed cost and variable cost.

18. What is opportunity cost?

19. Differentiate between micro economics and macroeconomics.

20. Mention the various economic theories applied to business analysis.

(8 x 2 = 16 Marks)

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

21. What are the characteristics of monopolistic competition?

22. What is the role of macro-economics in business decisions?

23. Explain pricing under collusion.

24. Elucidate the main steps involved in measuring national income through expenditure method.

25. Explain how price and output decisions are taken under conditions of monopolistic competition.

26. What are the measures for the control of the effects of business cycle?

27. Explain various types of demand.

28. Discuss the price rigidity under oligopoly.

(6 x 4 = 24 Marks)

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

29. Explain the law of variable proportions. How does it help the managers in decision making?

30. Discuss the different techniques of demand forecasting.

31. Define business cycle. What are the different phases of business cycle?

(2 x 15 = 30Marks)