FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023

(Regular/Improvement/Supplementary)

B.Com. PROFESSIONAL

GBCP1B02T: MANAGERIAL ECONOMICS

Time: 3 Hours   Maximum Marks: 80

PART A: Answer *all* the questions. Each carries *one* mark.

Choose the correct answer.

1. Father of modern economics is……….............

    A) Adam Smith.   B) Paul Samuelson.   C) Lionel Charles Robbins.   D) Alfred Marshal.

2. Non programmed decisions are………...........

    A) Repetitive.   B) Structured.   C) Unstructured.   D) Routine.

3. Demand is non-responsive to price changes indicating that the demand is …….

    A) Perfectly inelastic.   B) Perfectly elastic.   C) Relatively inelastic.   D) Relatively elastic.

4. Elasticity of demand explains ………...........

    A) Income price relation.   B) Demand supply relation.

    C) Demand price relation.   D) Cost price relation.

5. The Law of Variable Proportion assumes that all the units of the variable factors are…….

    A) Identical.   B) Equal.   C) Fixed.   D) Constant.

Fill in the Blanks.

6. During the boom phase of business cycle price of commodities may…....…....

7. The cross elasticity of demand for substitute goods is …...…….

8. Isoquant curves are also called ………….....

9. When production increases proportionate to the increase in the inputs it is known as…...…....

10. Penetration pricing is followed in ………..... Market.

                                                                                          (10 x 1 = 10 Marks)

PART B: Answer any *eight* questions. Each carries *two* marks.

11. Define managerial economics.

12. State the Law of diminishing marginal utility.

13. What is Veblen effect?

14. List out the different methods of demand forecasting.

15. What is sunk cost?

16. Distinguish between duopoly and monopoly.

                                                                                          (PTO)

17. What is shut down point?

18. Mention the different types of price leadership.

19. List out the steps in decision making.

20. What is forward planning?

(8 x 2 = 16 Marks)

PART C: Answer any *six* questions. Each carries *four* marks.

21. Discuss the opportunity cost concept in decision making.

22. What are the advantages of marginal cost pricing?

23. What are the exceptions to the law of demand?

24. Discuss the importance of price elasticity in business decision.

25. Explain iso-quant and iso-cost curves.

26. Discuss Cobb-Douglas production function.

27. Explain price rigidity under monopoly.

28. What are the characteristics of oligopoly?

(6 x 4 = 24 Marks)

PART D: Answer any *two* questions. Each carries *fifteen* marks.

29. Illustrate the concepts of 'returns of scale'.

30. What is price policy? What factors you would consider in deciding a suitable pricing policy for a firm to sell agricultural products in India?

31. What is business cycle? What are the measures for the control of business cycle?

(2 x 15 = 30 Marks)