

FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2024**(Improvement/Supplementary)****FINANCE & COMPUTER APPLICATION****GBCM1C01T: MANAGERIAL ECONOMICS****Time: 2 ½ Hours****Maximum Marks: 80****SECTION A: Answer the following questions. Each carries *two* marks.
(Ceiling 25 marks)**

1. Define forward planning.
2. What is a micro enterprise?
3. Give a note on pure competition.
4. Define poverty.
5. What is WTO?
6. What is IPR?
7. Comment on price leadership.
8. What is demonetization?
9. List any two institutions promoting industrial activities in Kerala.
10. State the principle of opportunity cost.
11. Comment on under employment.
12. What is price effect?
13. Define duopoly.
14. What is shut down point?
15. What is marginal utility?

**SECTION B: Answer the following questions. Each carries *five* marks.
(Ceiling 35 marks)**

16. Describe the forms of Foreign Direct Investment.
17. Explain various types of inflation.
18. Differentiate between economics and managerial economics.
19. What is product differentiation? Explain its types.
20. Explain the characteristics of managerial economics.
21. List the characteristics of indifference curve
22. Enumerate the characteristics of perfect competition.
23. Explain the determinants of elasticity of supply.

SECTION C: Answer any *two* questions. Each carries *ten* marks.

24. Discuss the price determination by industries under perfect competition.
25. Explain the measures taken by Kerala Government for the development of SSIs.
26. Explain graphically Hicksian decomposition of price effect into income effect and substitution effect.
27. What is parallel economy? Explain the impact of parallel economy in India.

(2 x 10 = 20 Marks)