

D1BCP1902 (S5)

Reg. No.....

Name: .....

**FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024**

**(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. Managerial Economics as a specialized branch of Economics:
  - a. Provide ready-made solutions to business problems.
  - b. Provide logic and methodology to find solutions to business problems.
  - c. Provide alternative answers to specific business problems.
  - d. Provide theoretical background to analyze business problems.
2. Cost plus pricing is also called \_\_\_\_\_.
  - a. Margin pricing.
  - b. Mark up pricing.
  - c. Full cost pricing.
  - d. All the above.
3. Under the Marginal cost pricing, the price is determined on the basis of \_\_\_\_\_.
  - a. Fixed cost.
  - b. Total cost.
  - c. Variable cost.
  - d. Average cost.
4. External economies are witnessed in \_\_\_\_\_.
  - a. A rising supply curve.
  - b. A falling supply curve.
  - c. A rising demand curve.
  - d. A falling demand curve.
5. Managerial economics deals with the problem of \_\_\_\_\_.
  - a. Global economy.
  - b. An economy.
  - c. An industry.
  - d. An individual firm.

**Fill in the Blanks.**

6. Welfare definition of economics was given by \_\_\_\_\_.
7. An exceptional demand curve is one that slopes \_\_\_\_\_.
8. Iso-quant which is most often used in micro economic analysis is \_\_\_\_\_.
9. The real aim of production is \_\_\_\_\_.
10. If a firm determines its price policy according to the price policy of its competitor it is called \_\_\_\_\_.

**(10 x 1 = 10 Marks)**

**(PTO)**

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

11. What do you mean by market research?
12. What is seasonal fluctuations?
13. Define production function.
14. Comment on Marginal Product (MP).
15. What is isocost curve?
16. What do you mean by Isoquant map?
17. Define target pricing.
18. Distinguish between managerial economics and economics.
19. What is forecasting?
20. Define Macroeconomics.

**(8 x 2 = 16 Marks)**

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

21. Explain external diseconomies of scale.
22. What is the significance of price elasticity of demand?
23. Business cycle is just inflation and deflation. Discuss.
24. Which are the different periods in production?
25. State and explain the law of diminishing marginal returns.
26. What are the characteristics of land and capital?
27. How the price of new product is determined?
28. Write a note on forward planning.

**(6 x 4 = 24 Marks)**

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

29. Describe the determinants of supply. Explain the concept of elasticity of supply.
30. Distinguish between perfect competition and monopoly.
31. What is business cycle? Explain the phases of a business cycle?

**(2 x 15 = 30 Marks)**