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Name..

Reg. No...................................

FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2020

(CBCSS)

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2019 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Section A

Answer at least **ten** *questions.*
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 30.

1. State the scope of Managerial Economics.

2. What is Normative Economics ?

3. Who is a managerial economist ?

4. What do you mean by consumer behaviour ?

5. What do you mean by Veblen effect or demonstration effect ?

6. What do you mean by equilibrium price ?

7. How does exchange rate affect economy ?

8. What do you mean by market economy ?

9. What is collusive oligopoly ?

10. What is duopoly ?

11. Write a short note on equilibrium firm in the short run.

12. What do you mean by price leadership ?

13. What is the supply curve in perfect competition ?

14. What do you mean by MNC ?

15. Name the different types of unemployment.

(10 × 3 = 30 marks)

Turn over

Section B

*Answer at least **five** questions.*
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.

16. How will you arrive at a business decision ?

17. Explain the objectives of managerial economics.

18. What do you mean by elasticity of demand and what are the types of elasticity of demand ?

19. What are the exceptions to the law of diminishing marginal utility ?

20. Distinguish between Perfect Competition and Monopoly.

21. What are the responsibilities of a managerial economist ?

22. Write a note on price consumption curve and income consumption curve.

23. Explain the concept and types of elasticity of demand.

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*
Each question carries 10 marks.

24. Explain Price Determination under Oligopoly.

25. Write a detailed note on IPR.

26. Explain the causes of inequalities.

27. Discuss the overall economy in Kerala since the late eighties.

(2 × 10 = 20 marks)