

D 32302

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2022**

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer all questions.**Each question carries 2 marks.*

1. What is meant by indifference curve
2. Define managerial economics.
3. What is FDI ?
4. What is cross demand ?
5. What is under-employment ?
6. What is consumer surplus ?
7. What is marginal utility ?
8. What is meant by price discrimination ?
9. What do you understand by demand theory ?
10. What is Duopoly ?
11. What do you mean by advertising elasticity of demand ?
12. What is shutdown point ?
13. What do you know about WTO ?
14. Why managerial economics is called *pragmatic* ?
15. What is meant by collusive oligopoly ?

(15 × 2 = 30, Maximum ceiling 25 Marks)

**Turn over**

**Part B**

*Answer all questions.  
Each question carries 5 marks.*

16. Explain the role of government in a market economy.
17. In what all ways WTO implicated Indian economy ?
18. Explain the process of decision-making.
19. Why does demand curve slope downward ?
20. Explain the responsibilities of a managerial economist.
21. State the features of Indian economy.
22. Differentiate between perfect competition and monopolistic competition.
23. Write a note on Intellectual Property Rights.

(8 × 5 = 40, Maximum ceiling 35 Marks)

**Part C**

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

24. Discuss the poverty alleviation programmes of government.
25. Define elasticity of demand. Explain the practical importance of it in the business decisions.
26. Write an essay on India's trade reforms.
27. What is Monopoly ? Explain the price and output determination under monopoly.

(2 × 10 = 20 marks)