

D 73677

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Name.....

Reg. No.....

**FIRST SEMESTER B.Com./B.B.A. DEGREE (SUPPLEMENTARY/
IMPROVEMENT) EXAMINATION, NOVEMBER 2014**

(U.G.-CCSS)

Complementary Course

BC 1C 01/BB 1C 01—MANAGERIAL ECONOMICS

Time : Three Hours

Maximum : 30 Weightage

Objectives type Questions. Answer all *twelve* questions. Choose the correct answer :

1. Incremental cost pricing is based on :
(a) Fixed cost. (b) Variable cost.
(c) Total cost. (d) Average cost.
2. Monetary policies to control business cycle is taken by :
(a) Central Bank of a country. (b) State government.
(c) Central government. (d) Industry.
3. Supply curve slopes upwards because :
(a) Additional profit at higher price. (b) Less profit at higher price.
(c) More profit at less price. (d) None of the above.
4. **Giffen** paradox relate to :
(a) Superior goods. (b) Inferior goods.
(c) Normal goods. (d) None

State whether the following statements are true *or* false :

5. Price elasticity of demand is the ratio of percentage change in the amount demanded to the percentage change in the quality.
6. In the case of inferior goods the relationship between income and demand is negative.
7. The law of diminishing return is also known as the law of decreasing cost.
8. Pricing policy of a firm generally depends on elasticity of demand.

Turn over

Fill in the blanks :

9. Opportunity cost of a machine which can produce only one product is
10. Rise in demand due to change of factors other than price is called
11. The law of production in the long run is known as
12. _____ is found out with the help of **Isoquant** and **Isocost** curves.

(12 x 3 = 36 weightage)

Short answer questions. Answer all *nine* questions.

13. Mention any *two* preventive measures to reduce the effect of business cycle.
14. What do you mean by marginal cost pricing ?
15. What is **Duopsony** ?
16. What is reserve price ?
17. What is market price ?
18. What is incremental revenue ?
19. What is the law of diminishing marginal utility ?
20. Mention any *two* monetary policies to control business cycle.
21. What is marginal product ?

(9 x 1 = 9 weightage)

Short essay or paragraph questions. Answer any *five* questions from seven :

22. Explain **Isoquants**.
23. What is barometric technique of demand forecasting ?
24. Explain penetration pricing.
25. What are the objectives of price discrimination ?
26. Explain target pricing.
27. State the different forms of price leadership.
28. What are the properties of **isoquants** ?

(5 x 2 = 10 weightage)

Essay questions. Answer any *two* questions from three :

29. Explain the monetary and fiscal policies to control business cycle.
30. What are the features of monopolistic competition ? How are price and output determined in the long run for a firm under monopolistic competition ?
31. Explain with suitable examples, the various determinants of demand.

(2 x 4 = 8 weightage)