FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

(CBCSS)

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2019 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Section A

Answer **all** *questions.*
2 marks each.

1. What are the major features of growth definition of economics ?

2. What is capital budgeting ?

3. What is Law of Demand ?

4. What is law of diminishing marginal utility ?

5. What do you mean by Exchange rate policy ?

6. What is the concept of intellectual property ?

7. State the significance of cardinal utility theory.

8. What do you mean by indifference schedule ?

9. What does elasticity of supply mean ?

10. What do you mean by Parallel Economy ?

11. Why is consumer behaviour important ?

12. State the role of WTO.

13. Differentiate inferior goods from giffen goods.

14. What is monopoly equilibrium ?

15. What do you mean by kinked demand curve under oligopoly ?

(Max. 25 Marks)

Section B

Answer **all** *questions.*
5 marks each.

16. Write a note on Giffen Commodity Case (Hicksian Approach).

17. State the importance of Indifference Curve Analysis.

Turn over

18. Discuss the Price Determination under Monopoly.

19. What are the factors governing prices ?

20. What are the Problems of Growth in Indian Economy ?

21. Explain the meaning and causes of inflation.

22. Explain the role of MSME in Kerala Economy.

23. State the phenomena of price discrimination under monopoly.

(Max. 35 Marks)

Section C

Answer any **two** *of the following.*
10 *marks each.*

24. Explain the growth of Indian economy under WTO regime.

25. What are the determinants of elasticity of demand ? Explain.

26. As a tool in decision-making and forward planning, explain the significance of managerial economics.

27. What is elasticity of demand and also state the different types of elasticity of demand ?

(Max. 20 Marks)