

FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2017

(CUCBCSS—UG)

Complementary Course

BCM 1C 01—MANAGERIAL ECONOMICS

(2014—2016 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each carries 1 mark.*

- 1 Sum of the utilities obtained from consuming all the units of a commodity is known as :
 - (a) Marginal utility.
 - (b) Total utility.
 - (c) Average utility.
 - (d) Demand.
- 2 The demand for a commodity which can put to several uses is known as :
 - (a) Joint demand.
 - (b) Composite demand
 - (c) Direct demand.
 - (d) Indirect demand.
- 3 Market situation in which there is single seller and single buyer is called as :
 - (a) Bilateral monopoly.
 - (b) Monopoly.
 - (c) Monopsony.
 - (d) Dupsony.
- 4 If firms have more than one good in their production line, the best method of pricing is :
 - (a) Cost plus pricing.
 - (b) Marginal cost pricing.
 - (c) Multiple product pricing.
 - (d) Skimmed pricing.
- 5 In the long run, a firm under monopolistic competition gets.
 - (a) Super profit.
 - (b) Normal profit.
 - (c) Loss.
 - (d) Zero profit.

Turn

Fill in the blanks :

- 6 If the demand of the main product is elastic, the demand of supplementary good will be _____.
- 7 _____ is a curve which represents different combination of inputs producing a particular quantity of output.
- 8 If the quantity of production increases, average fixed cost will _____.
- 9 Act of selling the same product at different prices to different buyers is known as _____.
- 10 The technological relationship between physical output and input is known as _____.

(10 × 1 = 10 marks)

Part B

Answer any eight questions.

Each question carries 2 marks.

- 11 What is Business cycle ? Name its phases.
- 12 What are the objectives of Demand forecasting ?
- 13 What are the assumptions of Law of demand ?
- 14 What is elasticity of supply ?
- 15 What is homogeneous production function ?
- 16 What is isocost curve ?
- 17 Distinguish between opportunity cost and social cost.
- 18 Mention any four features of Monopoly.
- 19 Explain the terms : (a) oligopoly ; (b) Collusive oligopoly ; (c) Full oligopoly ; (d) Duopoly.
- 20 What are the reasons for price inflexibility ?

(8 × 2 = 16 marks)

Part C

Answer any six questions.

Each question carries 4 marks.

- 21 What are the internal economies of scale ?
- 22 Explain factors affecting supply.

- 23 What is Perfect competition ? Explain its features.
- 24 Explain the properties of Isoquants.
- 25 Explain the functions of a Business economist
- 26 Explain the stages of law of returns to scale.
- 27 Explain the differences between perfect competition and monopolistic competition.
- 28 Explain the methods used for pricing new products.

(6 × 4 = 24 marks)

Part D

*Answer any two questions.
Each question carries 15 marks.*

- 29 Define Business Economics. Explain the scope of Business economics.
- 30 What is Elasticity of demand? Explain various types of Elasticity of demand.
- 31 Explain the cost-output relationship in the longrun.

(2 × 15 = 30 marks)