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(Pages : 2)

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)