

**MODEL QUESTION**  
**First Semester B.Com Degree Examination (SDE)**  
**(Complimentary Course-1)**  
**CO 1131: MANAGERIAL ECONOMICS**

Time: 3 Hours

Max. Marks: 80

**SECTION-A**

Answer **all** questions. Each question carries **1** mark

1. What is meant by micro economics?
2. What is marginal utility?
3. What is derived demand?
4. What do you mean by cross elasticity of demand?
5. What is forecasting?
6. What do you mean by productivity?
7. What is mark up pricing?
8. What is marginal cost?
9. What is trough?
10. What is fiscal policy?

(10x1=10 marks)

**SECTION-B**

Answer **any eight** questions. Each question carries **2** marks.

Each answer not to exceed one paragraph

11. Explain the scope of managerial economics.
12. What are complementary products?
13. What do you mean by demand?
14. Differentiate market demand and individual demand.
15. What do you mean by controlled experiment?
16. What do you mean by production function?
17. What do you mean by law of diminishing marginal utility?
18. Write a note on law of return to scale.
19. Discuss Cobb Douglas production function.
20. Write a note on product line pricing.
21. What are the monetary measures to control economic variations?
22. Discuss the different indicators of business cycle.

(8x2=16 marks)

### SECTION-C

Answer **any six** questions. Each question carries **4** marks.

Each answer not to exceed 120 words

23. Discuss the difference between managerial economics and traditional economics.
24. Why managerial economics related to other subjects?
25. Explain the stages in the process of decision making.
26. Discuss the causes of law of demand.
28. What is price elasticity? How is it determined?
29. Discuss the managerial uses of production function.
30. Discuss the factors determining pricing policy.
31. State the major strategies of pricing new product.

(6x4=24 marks)

### SECTION-D

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

Each answer not to exceed four pages

32. Explain various methods of demand forecasting used by economic organizations.
33. Discuss the factors determining demand for a product.
34. Give a detailed account of product life cycle pricing
35. What is business cycle? Discuss the various stages of business cycle.

(2x15=30 marks)