

Reg. No. :

Name :

Second Semester B.Com.L.L.B. (Five Year Integrated) Degree Examination,
January 2023

Paper III : MANAGERIAL ECONOMICS

(2013 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

Answer may be written either in English or Malayalam

I. Answer **any five** questions. Each question carries **2** marks.

1. What is meant by price elasticity of demand?
2. Who is a managerial economist?
3. What is law of production?
4. How will you price products under plus pricing?
5. Define demand forecasting.
6. Describe advertisement elasticity.
7. What is iso quant curve?
8. How to price products under going rate pricing method?

(5 × 2 = 10 Marks)

II. Answer **any four** questions. Each carries **4** marks.

9. Explain in detail law of return to scale.
10. Distinguish between economics and managerial economics.

11. Explain in detail law of diminishing Returns.
12. What is Cobb Douglas production function?
13. What are the characteristics of managerial economics?
14. What is marginal cost pricing? What are its merits?

(4 × 4 = 16 Marks)

III. Answer any **four** questions. Each carries **6** marks.

15. Explain the role and responsibility of managerial economist.
16. Explain various advertisement elasticity of demand.
17. What are isoquants?
18. Explain in detail scope of managerial economics.
19. What is meant by Law of Returns to scale?
20. Why optimum combination of inputs?

(4 × 6 = 24 marks)

IV. Answer any **three** questions. Each carries **10** marks.

21. Describe in detail business cycle.
22. Explain in detail methods of forecasting demand for new products.
23. What are economies and dis-economies of scale?
24. What are the factors to be considered while formulating pricing policy?

(3 × 10 = 30 marks)