

Reg. No. :

Name :

**Second Semester B.Com. LL.B. (Five Year Integrated) Degree
Examination, March 2021**

Paper III : MANAGERIAL ECONOMICS

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five** of the following. Each question carries **2** marks. Answer should not exceed **50** words each.

1. What is meant by Iso cost curve.
2. What is meant by promotional elasticity?
3. Explain the principle of discounting.
4. What is skimming pricing?
5. What is demand forecasting?
6. Define production function.
7. What do you mean by product line pricing?
8. Define business cycle.

(5 × 2 = 10 Marks)

SECTION – B

Answer **any four** of the following. Each question carries **4** marks. Answer should not exceed **120** words each.

1. Explain Cobb Douglas production function.
2. Briefly explain different types of decisions.
3. State the characteristics of Managerial economics.
4. Explain cross elasticity of demand.
5. What are the causes of business cycle?
6. What is short term demand forecasting?

(4 × 4 = 16 Marks)

SECTION – C

Answer **any four** of the following. Each question carries **6** marks.

1. Define isoquant. Explain the properties of isoquant.
2. Explain various external economies of scale.
3. What are the uses of managerial economics?
4. Explain the importance of demand forecasting.
5. Differentiate between traditional economics and managerial economics.
6. Explain the law of diminishing returns.

(4 × 6 = 24 Marks)

SECTION – D

Answer **any three** of the following. Each question carries **10** marks.

1. Briefly explain various economic concepts and theories applied in decision making.
2. Explain the various phases of business cycle.
3. Discuss various types of elasticity of demand.
4. State the factors affecting pricing.

(3 × 10 = 30 Marks)
