

Reg. No. : .....

Name : .....

**Second Semester B.Com. LL.B. (FIVE YEAR INTEGRATED)  
Degree Examination, February 2022**

**Paper III – MANAGERIAL ECONOMICS**

**(2013 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

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

1. What do you mean by "Giffen Paradox"?
2. Define "Production Function".
3. Explain shift in demand.
4. What is Oligopoly?
5. What is cost plus pricing?
6. What is Isoquant curve?
7. What do you mean by demand analysis?
8. Define the term 'Economics'.

**(5 × 2 = 10 Marks)**

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

1. What are the various steps in decision making?
2. Explain Cross Elasticity of Demand.

3. State the Law of Diminishing Marginal Utility.
4. State Cobb-Douglas Production Function.
5. Explain the concept of Kinked demand curve.
6. Explain the pricing policy in respect of new products.

(4 × 4 = 16 Marks)

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

1. What are the various phases of Business Cycle?
2. Discuss the factors affecting demand forecasting.
3. What are the exemptions to the Law of Demand?
4. What are the main properties of "Isoquants"?
5. State the reasons for the downward sloping demand curve.
6. Explain the methods of demand forecasting for new products.

(4 × 6 = 24 Marks)

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

1. What do you mean by Elasticity of Demand? Explain the different types of Elasticity of demand.
2. Define Managerial Economics. Explain the scope of Managerial Economics.
3. Explain the various methods of Pricing.
4. What do you mean by business cycle? What are the measures of controlling business cycles?

(3 × 10 = 30 Marks)