

Reg. No. :

Name :

**SECOND SEMESTER B.Com. LL.B (FIVE YEAR INTEGRATED) Degree
Examination, April 2019**

Paper III : MANAGERIAL ECONOMICS

Time : 3 Hours

Max. Marks : 80

1. Answer any **five** of the following. Each question carries 2 marks. Answer should not exceed 50 words each.
- (a) What is meant by forward planning?
 - (b) What do you mean by demand schedule?
 - (c) What is cross demand?
 - (d) Explain the concept 'shut-down point'.
 - (e) What is target pricing?
 - (f) State the characteristics of recession.
 - (g) What is meant by mark up pricing?
 - (h) What do you mean by production function?

(5 × 2 = 10 Marks)

2. Answer any **four** of the following. Each question carries 4 marks. Answer should not exceed 120 words each.
- (a) Explain the nature and scope of Managerial economics.
 - (b) Explain the law of variable proportion.
 - (c) Discuss the factors affecting demand forecasting.

- (d) What are the methods of measuring price elasticity of demand?
- (e) What are the objectives of pricing policy?
- (f) What are the various measures of controlling business cycles?

(4 × 4 = 16 Marks)

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

- (a) Explain the different phases of a standard business cycle.
- (b) What is penetration pricing strategy? Under what circumstances a firm shall adopt this strategy?
- (c) Distinguish between marginal cost and incremental cost.
- (d) What is the law of diminishing marginal utility? Explain its assumptions and limitations.
- (e) What is the law of demand? Explain its exceptions and limitations.
- (f) Explain the difference between micro economics and macro economics.

(4 × 6 = 24 Marks)

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

- (a) What is demand estimation? What are the various techniques of demand forecasting?
- (b) Define Managerial Economics. Discuss the scope and importance of Managerial Economics.
- (c) Explain various pricing strategies in case of new products. Which strategy would you adopt and why?
- (d) What do you mean by decision making? Discuss the steps in decision making process.

(3 × 10 = 30 Marks)