

Reg. No. : .....

Name : .....

**Second Semester B.Com LL.B. (FIVE YEAR INTEGRATED) Degree  
Examination, January 2020**

**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 incremental cost?
2. What is meant by decision making?
3. State Law of demand.
4. What is meant by economies of scale?
5. Explain Recession.
6. What do you mean by break even pricing?
7. State the factors of Production.
8. Define managerial economics.

**(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. State the methods of measuring elasticity of demand.
2. Explain the characteristics of business cycle.
3. Explain internal economics of scale.

4. Explain the objectives of demand forecasting.
5. What are the objectives of pricing?
6. What are the responsibilities of managerial economist?

**(4 × 4 = 16 Marks)**

### SECTION – C

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

1. What are the methods of pricing new products?
2. What are the factors affecting demand for a commodity?
3. What are the theories of business cycle?
4. Explain different types of price elasticity.
5. Explain methods of demand forecasting for new products.
6. State the assumption of law of demand.

**(4 × 6 = 24 Marks)**

### SECTION – D

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

1. Explain the Laws of Production.
2. What is meant by elasticity of demand? Explain the factors influencing elasticity of demand.
3. Discuss various methods of pricing.
4. Explain the scope of managerial economics.

**(3 × 10 = 30 Marks)**