

QP CODE: 18103548



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Reg No :

Name :

BA DEGREE (CBCS) EXAMINATION, NOVEMBER 2018

Third Semester

B.A Corporate Economics Model III

CORE COURSE - EC3CRT07 - MANAGERIAL ECONOMICS - I

2017 Admission Onwards

8D7FD26F

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. Define managerial economics
2. Who is a managerial economist?
3. Define giffen paradox
4. Distinguish between extension and contraction of demand
5. What is meant by advertising elasticity of demand?
6. What is the significance of demand forecasting?
7. What is the significance of the stage of negative returns in the short run?
8. What is the idea behind Cobb-Douglas production function?
9. Define iso-cost line
10. Examine the relationship between AC curve and MC curve
11. What is meant by PV ratio?
12. What is meant by linear programming?

(10×2=20)

Part B

Answer any **six** questions.

Each question carries **5** marks.

13. What are the steps in managerial decision making?
14. What is the difference between contraction of demand and decrease in demand?
15. Argue the case for demand forecasting





16. What do you mean by the least square method of demand forecasting?
17. How do you estimate demand for new products?
18. Distinguish between short run and long run production function
19. What is meant by production cost? Assess its significance.
20. What is the significance of break even analysis?
21. Assess the importance of break even in the pricing strategy.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Account for the principles of managerial economics
23. Define price elasticity of demand. What are the different types of price elasticity?
24. Distinguish between Law of Variable Proportions and Law of Returns to Scale
25. Examine the significance of cost control and cost reduction in business.

(2×15=30)

