



23104406

**QP CODE: 23104406**

**Reg No** : .....

**Name** : .....

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE  
EXAMINATIONS, JANUARY 2023**

**Third Semester**

B.A Corporate Economics Model III

**Core Course - EC3CRT07 - MANAGERIAL ECONOMICS - I**

2017 Admission Onwards

8E5D81CC

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define Micro Economics.
2. Distinguish between incremental cost and marginal cost.
3. How do weather conditions influence demand for a commodity?
4. What is the relevance of advertisement for the firm?
5. How can firms estimate future sales?
6. Mention the uses of demand forecasting.
7. Explain any two methods of survey method.
8. Distinguish between production and production function.
9. What is the condition of profit maximization of the firm?
10. What is the difference between cost control and cost reduction in business?
11. What is TR-TC/TR?
12. What is the practical application of linear programming?

(10×2=20)





**Part B**

*Answer any **six** questions.*

*Each question carries 5 marks.*

13. Examine the role of managerial economics in decision making.
14. Analyse the process involved in the managerial decision making process.
15. Explain the concept of giffen paradox with a suitable example.
16. Examine the importance of price elasticity.
17. Explain the mechanism of demand estimation for new products.
18. When marginal product is zero what will be th level of total product?
19. What is the contribution of Cobb and Douglas in production analysis?
20. Explain the stages of the law of returns to scale.
21. Assess the usefulness of break even analysis.

(6×5=30)

**Part C**

*Answer any **two** questions.*

*Each question carries 15 marks.*

22. Examine the various types of price elasticity of demand.Examine the concepts of price, income and cross elasticity of demand.
23. How do you estimate the demand for new products?
24. What is meant by Long Run Average Cost curve? How is it derived?
25. Assess the importance of break even analysis in business decisions.

(2×15=30)

