

B.Com(CS) DEGREE EXAMINATION, APRIL 2020
I Year I Semester
Managerial Economics

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Define Managerial Economics.
2. State the law of demand.
3. What is marginal rate of substitution?
4. Specify the term 'Demand forecasting'.
5. Define 'Production function'.
6. Define Monopoly.
7. What is meant by break-even point?
8. What is target pricing?
9. Define the term utility.
10. State the features of profit.
11. What is meant by cost of capital?
12. Define the term capital budgeting.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Explain the importance of managerial economics.
14. Explain the types of price discrimination.
15. Narrate the properties of indifference curves.
16. Explain various avenues of investment decisions.
17. What are the determinants of demand for a commodity?
18. State the features of monopolistic competition.
19. State the nature of profit.

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. Explain the role of managerial economist in decision-making.
21. Explain the law of diminishing marginal utility.
22. How price-output is determined under perfect competition?
23. Explain the importance of capital budgeting

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