Sl. NO: 326 BATCH: 2015-2016 Reg. No.:

END OF SEMESTER EXAMINATIONS, APRIL/MAY – 2017
MANAGERIAL ECONOMICS
SUBJECT CODE: 15UBPA03

MAJOR : B.Com.(PA) SEMESTER : I
TIME : 3 HOURS MAX. MARKS: 75

SECTION – A (10 X 1 = 10)

Answer ALL Questions:

1. When productivity increases_____
   a) Price Rises b) Living standards improve
   c) There are Fewer good jobs d) Living standards deteriorate
2. Generally _____ are the primary measure of the success of any business.
   a) Cost b) Profit c) Decision making d) Risk
3. The consumer will buy _____ at lower prices.
   a) Less b) More c) Equal d) Neither less (or) more
4. Which is not a statistical method in Forecasting?
   a) Trend analysis b) Consumer survey
   c) Regression method d) Least square method
5. Addition made to the total cost is called _____.
   a) Implicit cost b) Sunk cost c) Marginal cost d) Book cost
6. In the short run which factors of production cannot be varied.
   a) Labour b) Capital c) Building d) Raw material
7. A Firm can achieve equilibrium when its _____
   a) MC = MR b) MC = AC c) MR = AR d) MR = AC
8. Market which have two firms are known as _____
   a) Oligopoly b) Bilateral monopoly c) Oligopsony d) Duopoly
9. Which is not an instrument of fiscal policy is controlling business cycle?
   a) Taxation b) Investment c) Borrowing d) Spending
10. National income is calculated.
    a) In terms of money b) Refers to one year
    c) An annual flow d) All of the above

SECTION – B (5 X 4 = 20)

Answer Any FIVE Questions:

11. State the assumptions of profit maximization approach.
12. What are the exception to the law of demand?
13. Indicate the importance of Elasticity of supply.
14. Bring out the features of production function.
15. Briefly explain the BEP in terms of physical units.
16. How price is determined under monopoly.
17. What are the advantages of marginal cost pricing?
18. Write a note on:
    i) Net National Product ii) Per Capita Income

SECTION – C (3 X 15 = 45)

Answer Any THREE Questions:

19. Discuss the role of Managerial Economist in business decision making.
20. Explain the various methods of Demand Forecasting.
21. Elucidate cost output Relationship in the Short Run.
22. How price and output are determined under perfect competition.
23. Analyse the difficulties in the computation of national income.

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