

Reg. No.:



Name:

University of Kerala

U9180

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

MANAGEMENT

UK2DSCMGT102 - Managerial Economics

Academic Level: 100-199

Time: 2 Hours(120 Mins)

Max. Marks: 56

**Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each,
Answer all questions**

Qn No.	Question	CL	CO
1	In unitary elasticity, the seller has control over price.	RE	4
2	Identify the contributor of welfare definition of economics Options : A)a). J B Say B)b). Lionel Robbins C)c). Adam Smith D)d). Alfred Marshall	RE	1
3	Identify the macroeconomic goal. Options : A)Maximizing profit B) Minimizing cost C) Achieving full employment D)Increasing market share	UN	1
4	Choose the example of a substitute goods Options : A) Coffee and tea B) Cars and bicycles C)Computers and software D)Houses and apartments	UN	2
5	Recall the type of returns to scale	UN	3

Qn No.	Question	CL	CO
	Options : A)Increasing returns to scale B)Decreasing returns to scale C)Constant returns to scale D)All of the above		
6	Select the market structure with single buyer Options : A)monopoly B)monopsony C)Oligopoly D)Perfect competition	UN	4

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Explain the significance of price elasticity of demand for businesses.	UN	2
8	Explain Production function	UN	3
9	Apply the concept of forward planning for profit maximisation	AP	1
10	Demonstrate the challenges of pricing strategies in the monopolistic market	AP	4
11	Use the concept of elasticity in the price determination of medicines	AP	2

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Apply the theory of price elasticity in in determining the price change on demand. OR B) Demonstrate the effect of a new firm entering a monopolistic market on pricing.	AP	2, 4
13	A) Use relevant examples to analyze how managerial economics provides tools and techniques to overcome business challenges OR B) Model an isoquant-isocost graph to show the cost-minimizing input combination for producing 1,000 units.	AP	1, 3
14	A) Compare monopolistic competition and oligopoly. Examine how do firms in these market structures compete. OR B) Analyze the impact of large scale operation.	AN	4, 3
15	A) Investigate how the rainy season affects the demand for umbrellas. OR B) Examine the major role of managerial economist	AN	2, 1

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Analyze the significance of the Cobb-Douglas production function in understanding the relationship between inputs and output in production. OR B) Scrutinize the concept of oligopoly and Diagnose its significance in business decision-making.	AN	3, 4
17	A) Farmers often face a point where adding more workers to the same land no longer increases crop yield effectively. Using this scenario, evaluate the different stages of the law of diminishing returns and explain how each stage affects production decisions. OR B) Evaluate the relevance of opportunity cost in business decision-making.	EV	3, 1
18	A) Appraise the concepts of income elasticity and cross elasticity of demand. OR B) Assess the features of monopolistic and oligopolistic market in terms of pricing competition and product variety and critique how these differences affect consumer choices	EV	2, 4
19	A) Design a pricing strategy for a small business that sells both essential and luxury items based on demand elasticity. OR B) Develop a comprehensive economic policy to reduce the negative effects of a recession in business cycle	CR	2, 3