



**PRESIDENCY COLLEGE**

(AUTONOMOUS)

AFFILIATED TO KERALA UNIVERSITY, APPROVED BY AICTE, BELFAP & RECOGNISED BY THE GOVT. OF KERALA  
RE-ACCREDITED BY NAAC WITH 'A+' GRADE

21X101.1Z

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**END TERM EXAMINATION NOV/DEC 2023**  
**BCA - I SEMESTER (21 SCHEME)**  
**G2103.1Z: MANAGERIAL ECONOMICS**

**Duration: 2 Hours**

**Max Marks: 60**

*Instruction: Answers should be written in English only.*

**PART - A**

Answer **any EIGHT** questions. Each question carries **TWO** marks.

**(8 X 2 = 16)**

1. What do you mean by normative economics?
2. Define Law of diminishing marginal utility.
3. What do you mean by production possibility curve?
4. Give the meaning of Law of Supply.
5. Describe Consumer equilibrium.
6. Define law of variable proportions.
7. What is law of returns to scale?
8. Give the meaning of short-run cost curve.
9. State the meaning of Kinked demand curve.
10. Write a short note on oligopoly.

**PART - B**

Answer **any FOUR** questions. Each question carries **SIX** marks.

**(4 X 6 = 24)**

1. Differentiate Cardinal and Ordinal approaches of Utility Analysis.
2. What are the factors influencing Demand Forecast?
3. Discuss the role of Managerial Economics in decision making process.
4. Illustrate the Isoquant curve with an example.
5. Briefly explain the Conditions for Profit maximization & price determination under perfect competition with a suitable example.
6. Explain the features of monopolistic competition with an example.

**PART - C**

Answer **any TWO** questions. **Each** question carries **TEN** marks.

**(2 X 10 = 20)**

1. Define indifference curve. Explain its application in detail.
2. Discuss the determinants of supply with examples.
3. Production at John's call center shows the following relationship between the number of workers and the number of phone calls handled (per day).

Labour	Output	Marginal product	Fixed Cost	Variable Cost	Total Cost
0	0				
1	50				
2	90				
3	120				

- a. Calculate the marginal return gained from the addition of each worker, filling in the column in the table.
  - b. Suppose John has entered a long term lease for an office space and telephones, and this is his only fixed cost. The lease costs his \$25(per day). Fill in the Fixed Cost column in the table.
  - c. John pays each worker he hires \$40 per day, and this is his only variable cost. Fill in the Variable Cost column in the table.
  - d. Fill in the column for the Total Cost corresponding to each level of production.
4. Elucidate cartel and price leadership model in detail.

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