



Reg. No. :

Name :

First Semester B.Com. Degree Examination, February 2018

First Degree Programme under CBCSS

Complementary Course I : CO 1131

MANAGERIAL ECONOMICS

**(Common for CO 1131/ CC 1131 (2013 Adm. Onwards) and CX 1131
(2014 Adm. Onwards))**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions in one word to maximum of two sentences. Each question carries 1 mark.

1. What is the meaning of Recovery ?
2. What is Demand ?
3. What is Utility ?
4. What is Consumer surplus ?
5. What do you mean by Autonomous demand ?
6. What is Zero Income Elasticity ?
7. Define Perfect competition.
8. What do you mean by Isoquants ?
9. What is Monopoly ?
10. Explain Reserve Price.

(10×1=10 Marks)

SECTION – B

Answer 8 questions not exceeding one paragraph. Each question carries 2 marks.

11. Explain Decision Making Models.
12. What is Micro economics and Macro economics ?
13. What are the different types of Income Elasticity ?
14. What are the features of Boom ?

Marketing Management Model Question Papers

American Marketing Association



Marketing Management Model Question Papers:

Marketing management Ankur Mowar,2022-11-04 My book on Marketing Management covers the topics that are needed for students of courses like BBA BBM MBA and other management streams I hope that this book will be helpful to students of management courses This is the first edition of my book **Marketing Management: A textbook for university students** Kailas Sree Chandran,2020-01-01 This book includes the basics of Marketing Management which is essential for any university course Includes topics like Marketing Environment Market planning Marketing mix Product life cycle market research segmentation targeting positioning Marketing research testing and launching promotion mix consumer behavior etc and other topics *Marketing Management* K. Muthukumar ,A. Panimalar ,2022-01-01 Discover the comprehensive Marketing Management e Book designed specifically for MBA II Semester students of Anna University Chennai Published by Thakur Publication this invaluable resource provides in depth insights into the principles and practices of marketing empowering aspiring business leaders with the knowledge and strategies needed to excel in the dynamic world of marketing Get ready to enhance your marketing acumen and achieve academic success with this essential e Book

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MARKETING MANAGEMENT J. Paul Peter,James H. Donnelly,2008-10-03 Marketing Management 9 e by Peter and Donnelly is praised in the market for its organization format clarity brevity and flexibility The goal of this text is to enhance students knowledge of marketing management and to advance their skills in utilizing this knowledge to develop and maintain successful marketing strategies The six stage learning approach is the focus of the seven unique sections of the book Each section has as its objective either knowledge enhancement or skill development or both The framework and structure of the book is integrated throughout the sections of the new edition The basic structure of the text continues to evolve and expand

with numerous updates and revisions throughout

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