

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MCom DEGREE EXAMINATION MAY 2022
(Second Semester)

Branch – COMMERCE

MANAGERIAL ECONOMICS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. It fills the gap between economic theory and managerial practice.
(i) Principles of Economics (ii) Managerial Economics
(iii) Business Economics (iv) None of the above.
2. Demand will have greater influence on price in
(i) The short period (ii) The market period
(iii) The long period (iv) The secular period.
3. Under perfect competition
(i) $AR=MR$ (ii) $TC=AC$
(iii) $MC=TC$ (iv) Loss
4. In which of the following stages of product life cycle a company reduces sales promotion to take advantage of heavy consumer demand?
(i) Introduction (ii) Growth
(iii) Maturity (iv) Decline
5. According to Keynes, inflation comes into existence only
(i) After full-employment is reached (ii) When Government resorts to deficit budgets
(iii) When people spend more (iv) When people spend less

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a. State the meaning of profit Maximization
OR
b. Choose the objectives of a modern firm.
- 7 a. Show the determinants of demand.
OR
b. Illustrate the types of price elasticity of demand.
- 8 a. Sketch the features of perfect competition.
OR
b. Produce the characteristics of Monopoly.
- 9 a. Explain the Administered prices.
OR
b. Distinguish accounting profit from economic profit.
- 10 a. Show the uses of national income analysis.
OR
b. Discuss the main causes of inflation.

Cont...

SECTION -C (30 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a. Elucidate the nature and scope of Managerial Economics.
OR
b. Analyse the role of Managerial Economist in business decision making.
- 12 a. Enumerate the different methods of Demand Estimation.
OR
b. Invent the factors determining the price elasticity of demand.
- 13 a. Illustrate price and output determination under Monopolistic competition.
OR
b. Classify Oligopoly and explain its features.
- 14 a. Design the pricing of a life cycle of a product.
OR
b. Assess the uses of break even analysis.
- 15 a. Create the methods of measuring of national income
OR
B. Elucidate the phases of the business cycle.

Z-Z-Z

END