

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom(CS) DEGREE EXAMINATION MAY 2024
(First Semester)

Branch – CORPORATE SECRETARYSHIP

MANAGERIAL ECONOMICS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Wealth definition was given by a) Adam Smith b) Marshal c) Robins d) Samuelson	K1	CO1
	2	The managerial economist is an a) Economic Advisor b) Advertiser c) Manager d) Entrepreneur	K2	CO1
2	3	Giffen Paradox is a case of _____ to the law of demand a) Law b) Value c) Exception d) Perception	K1	CO2
	4	Unitary Elasticity of demand is one in which a) elasticity is equal to one b) elasticity is greater than one c) elasticity is equal to zero d) elasticity is less than one	K2	CO2
3	5	In the production functions _____ are converted into output a) Sales b) Profit c) Inputs d) demand	K1	CO3
	6	The Returns to scale are encountered in a) the short run b) the long run c) both short run and long run d) market period	K2	CO3
4	7	Price discrimination is possible only under a) Perfect competition b) Monopoly c) Oligopoly d) duopoly	K1	CO4
	8	The kinked demand curve is helpful in the analysis of _____ a) Perfect competition b) Monopoly c) Oligopoly d) duopoly	K2	CO4
5	9	WPI is the short form of a) Whole sale Price index b) Whole sale Prize index c) Whole sale Phase index d) Whole sale Printing index	K1	CO5
	10	The recovery phase is also called as a) Revival b) Peek c) Boom d) Expansion	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Illustrate the features of Managerial Economics	K2	CO1
	(OR)			
	11.b.	Explain the scope of Managerial Economics		
2	12.a.	Summarize the difference between Law of Demand and Elasticity of Demand	K2	CO2
	(OR)			
	12.b.	Classify the criteria of a good Demand Forecasting		
3	13.a.	Construct the Iso - quants and its properties	K3	CO3
	(OR)			
	13.b.	Develop the concepts of MC and AC with diagram		
4	14.a.	Demonstrate Monopoly with an example	K2	CO4
	(OR)			
	14.b.	Infer price discrimination under Monopolistic Competition		
5	15.a.	Outline the concept of National Income	K2	CO5
	(OR)			
	15.b.	Organize the uses of National Income		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Analyse the role and responsibilities of the Managerial Economist	K4	CO1
2	17	List the factors influencing demand Forecasting	K4	CO2
3	18	Examine the Law of Variable Proportions	K4	CO3
4	19	Classify the price discrimination under Monopolistic Competition	K4	CO4
5	20	Survey the methods of calculating National Income	K4	CO5