

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 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	Managerial economics helps managers in a) Planning and controlling. b) Understanding macroeconomic policies. c) Personal financial planning. d) Achieving personal business goals	K1	CO1
	2	The scope of managerial economics includes a) Cost analysis. b) Employee relations. c) Tax planning. d) Industrial laws.	K2	CO1
2	3	Demand forecasting refers to a) Predicting future supply levels of a product b) Predicting future production requirements c) Estimating future customer demand for a product d) Estimating the current market price of a product	K1	CO2
	4	Which of the following is an internal factor that affects demand forecasting? a) Economic conditions b) Marketing strategies c) Competitors' actions d) Government policies	K2	CO2
3	5	A perfectly inelastic demand curve is: a) Downward sloping b) Horizontal c) Vertical d) Upward sloping	K1	CO3
	6	The slope of an isoquant curve is always ____ sloping. a) Downward b) Upward c) Concave d) Positive	K2	CO3
4	7	In monopolistic competition, firms face a demand curve that is: a) Perfectly elastic b) Perfectly inelastic c) Downward sloping d) Horizontal	K1	CO4
	8	In an oligopoly, the price is usually: a) Determined by market demand alone b) Determined by a single firm c) Stable due to collusion or price leadership d) Determined by the government	K2	CO4
5	9	During which phase of the business cycle is inflation most likely to rise? a) Trough b) Expansion c) Recession d) Recovery	K1	CO5

Cont...

5	10	Which of the following measures is considered a better indicator of economic welfare than GDP? a) Gross National Income (GNI) b) Net National Product (NNP) c) Human Development Index (HDI) d) Personal Income	K2	CO5
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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.	Contrast the features of managerial economics.	K2	CO1
		(OR)		
	11.b.	Explain the basic factors of managerial economics.		
2	12.a.	Interpret the determinants of demand.	K2	CO2
		(OR)		
	12.b.	Outline the importance of demand forecasting.		
3	13.a.	Construct the law of variable proportions.	K3	CO3
		(OR)		
	13.b.	Develop the details about producers equilibrium.		
4	14.a.	Simplify concept of Price Discrimination.	K4	CO4
		(OR)		
	14.b.	Examine the features of perfect competition.		
5	15.a.	How do fluctuations in the business cycle affect corporate profits and investment?	K4	CO5
		(OR)		
	15.b.	Analyze 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	Assess the responsibilities of a managerial economist.	K5	CO1
2	17	Evaluate the methods of demand forecasting.	K4	CO2
3	18	Elaborate the cost output relationship in the short run and long run.	K6	CO3
4	19	Criticize the role of price leadership in determining market prices in oligopolies.	K5	CO4
5	20	Compare wholesale price index and consumer price index.	K5	CO5