

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom(CS) DEGREE EXAMINATION DECEMBER 2022
(First Semester)

Branch – CORPORATE SECRETARYSHIP

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 Basic objective of a firm is _____.
(i) Expansion (ii) Maintain Ethics
(iii) Profit Optimization (iv) Customer satisfaction
- 2 Tea and Coffee are _____ goods.
(i) Substitute (ii) Normal
(iii) Complimentary (iv) Inferior
- 3 _____ is the cost of next best alternative good that is given up for the production of a particular good.
(i) Explicit cost (ii) Opportunity cost
(iii) Average cost (iv) Money cost
- 4 Demand curve of a firm under perfect competition is:
(i) Horizontal to OX-axis (ii) Negatively sloped
(iii) Positively sloped (iv) U-shaped
- 5 which of the following organization calculates GDP in India?
(i) Indian Statistical Institute (ii) Ministry of commerce & industry
(iii) National Statistical Office (iv) RBI

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a State the objectives of Sales maximization theory of firm.
OR
b Narrate the Nature of Managerial economics.
- 7 a Explain the Law of Demand.
OR
b Show the importance of demand forecasting.
- 8 a Organize the properties of Isoquants.
OR
b Outline the factors responsible for economies of scale.
- 9 a Explain the features of perfect competition.
OR
b Apply the concept of price discrimination with suitable example.
- 10 a Classify the methods of calculating national income.
OR
b Sketch the significance of Consumer Price Index.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Discuss the role and responsibilities of a managerial economist.
OR
b Identify the association of managerial economics with other disciplines.
- 12 a Examine the various methods of measuring elasticity of demand.
OR
b Analyze the criteria of a good forecasting method.
- 13 a Elucidate the Law of Variable Proportions.
OR
b Compare the different types of costs and mention its significance in decision making.
- 14 a Enumerate the price and output determination under Monopoly market.
OR
b Outline the special features of Oligopoly market.
- 15 a Survey how the concepts of national income helpful in business decision making.
OR
b Trace the Phases of business cycle.

Z-Z-Z

END