PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom (CS) DEGREE EXAMINATION MAY 2019
(First Semester)

Branch - **CORPORATE SECRETARYSHIP**

MANAGERIAL ECONOMICS

Time : Three Hours   Maximum : 75 Marks

SECTION-A (20 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** marks   (1 0 x 2 = 20)

1   Define Managerial Economics.
2   State the meaning of Demand.
3   What do you mean by demand forecasting?
4   What is isoquant map?
5   Define the term cost.
6   What is marginal cost?
7   Define the term market structure.
8   What do you mean by pricing policy?
9   What is PCI and DPI?
10   Define business cycle.

SECTION - B (25 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

11 a Explain the nature and scope of managerial economics.
                        OR
    b List out the different types of elasticity of demand.

12 a Briefly describe the various methods of demand forecasting.
                        OR
    b   What are the properties of isoquants?

13 a State the types of cost accounting.
                        OR
    b Discuss the relationship between AR and MR.

14 a Explain the features of perfect competition.
                        OR
    b Describe the objectives of pricing policy.

15 a Briefly explain the methods of computing national income.

                        OR
    b Discuss the types of inflation.

SECTION - C (30 Marks)
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 1 0 = 30)

16   Discuss the various types of elasticity of demand.

17   Describe the phases of law of returns to scale.

18   Explain the economics and diseconomies of scale of large scale
      production.

19   Enumerate price determination under monopolistic competition.

20   Elucidate the phases of business cycle.