

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom (CS) DEGREE EXAMINATION DECEMBER 2018  
(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 x 1 — 10)

- 1 Who is the author of "Wealth definition"?  
(i) Alfred Marshall (ii) Robbins  
(iii) Adams Smith (iv) J.S.Mills
- 2 What is the shape of Demand Curve?  
(i) Sloping downwards from left to right  
(ii) Sloping Upwards  
(iii) Horizontal  
(iv) Vertical
- 3 \_\_\_\_\_ is define the process of finding out the likely demand for a firm's product at various prices during a short period of time.  
(i) Longterm demand forecasting (ii) Short term demand forecasting  
(iii) Medium term demand forecasting (iv) Nature of forecasting
- 4 The estimate of future demand for the products refers to what?  
(i) Sales forecasting (ii) Profit forecasting  
(iii) Cost forecasting (iv) Demand forecasting
- 5 Which one of the following is the features of Land?  
(i) Mobility (ii) Homogeneity  
(iii) Perishable (iv) Distribution
- 6 What is the shape of the ISO - Quant curve?  
(i) Vertical (ii) Horizontal  
(iii) Upward (iv) Sloping downwards
- 7 In which market there is only one seller  
(i) Perfect competition (ii) Monopoly  
(iii) Duopoly (iv) Oligopoly
- 8 Indicate the method of pricing low at the initial stage.  
(i) Full cost pricing (ii) Penetration pricing  
(iii) Dual pricing (iv) Marginal Cost pricing
- 9 \_\_\_\_\_ fluctuation on economic activity which occur in more or less regular time sequence are known as  
(i) Production (ii) National Income  
(iii) Wage (iv) Business Cycle
- 10 Define NNP at factor cost.  
(i) GNP-Depreciation  
(ii) NNP at Market prices+Depreciation  
(iii) NNP at Market prices-Indirect Taxes+Subsidies  
(iv) NNP at Market prices+Indirect Taxes

**SECTION-B (25 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 5= 25)

- 11 a Outline the features of Managerial Economics.  
OR  
b Classify the types of Elasticity of Demand.
- 12 a State the criteria of a good forecasting method.  
OR  
b Narrate the importance of Demand forecasting.
- 13 a Analyse the various cost concepts.  
**OR**  
b Explain the production possibility curve with diagram.
- 14 a Bring out the features of Monopoly.  
OR  
b Summarize the guidelines for price fixation.
- 15 a Describe the various concepts of National Income.  
OR  
b Compare Wholesale price index and Consumer Price Index.

**SECTION - C (40 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5x 8= 40)

- 16 a Highlight the scope of Managerial Economics.  
OR  
b Discuss the Law' of Demand with suitable example.
- 17 a Sketch the factors influencing demand forecasting.  
OR  
b Trace out the methods of demand forecasting.
- 18 a Elucidate the Laws of returns to Scale.  
OR  
b Examine the cost-output relationship in the Short run and Long run.
- 19 a Summarise the features of Perfect Competition.  
OR  
b Analyse the price determination under Monopolistic competition.
- 20 a Enumerate the methods of calculating National Income.  
OR  
b Discuss the measures to control business cycle.

Z-Z-Z

END