

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

< BCom(CS) DEGREE EXAMINATION MAY 2017
(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 (10 x 2 = 20)

- 1 What is Managerial Economics?
- 2 Define Demand forecasting.
- 3 Define decision-making.
- 4 What do you know about Iso-quants?
- 5 What is meant by cost?
- 6 Define marginal revenue.
- 7 What is perfect competition?
- 8 What is monopoly?
- 9 What is meant by pricing policy?
- 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 What are the types of elasticity of demand?
- 12 a Examine the good demand forecasting.
OR
b Explain the law of returns of scale.
- 13 a Explain the classification of cost analysis.
OR
b What do you know about the concept of revenue?
- 14 a What are the features of perfect competition?
OR
b State about pricing method.
- 15 a Explain the types of inflation.
OR
b Write a note on whole sale price index.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Critically examine role of managerial economics.
- 17 Discuss the methods of forecasting.
- 18 How price output determined under monopoly?
- 19 Evaluate objectives of pricing policy.
- 20 Examine the methods of calculating national income.

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