

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**BCom(CS) DEGREE EXAMINATION DECEMBER 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 Define managerial economics.
- 2 What is elasticity of demand?
- 3 Give the meaning of sales forecasting.
- 4 What is production?
- 5 Define cost.
- 6 What is average revenue?
- 7 Define monopoly.
- 8 What is oligopoly?
- 9 Expand PCI and DPI.
- 10 What is inflation?

**SECTION - B (25 Marks)**

Answer **ALL** Questions

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

- 11 a Explain the nature of managerial economics.  
OR  
b Briefly explain the various types of elasticity of demand.
- 12 a Explain the reasons for demand forecasting?  
OR  
b Explain production function? with an example.
- 13 a Describe the Concept of opportunity cost.  
OR  
b What is the relationship between average revenue and marginal revenue?
- 14 a List out the features of perfect competition.  
OR  
b Explain the objectives of pricing policy.
- 15 a Write a short note on: (i) Product method (ii) Income method of national income computation.  
OR  
b Explain the various types of inflation.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 Explain the types of price elasticity of demand.
- 17 ■ Describe the law of variable proportions with an example.
- 18 Explain the total revenue, total cost and total variable cost with the help of diagrams.
- 19 Explain the guidelines for price fixation.
- 20 How will you control business cycle?