

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom(CS) DEGREE EXAMINATION MAY 2023
(First Semester)

Branch – CORPORATE SECRETARYSHIP

ECONOMICS FOR DECISION MAKING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. The trough of a business cycle occurs when _____ hits its lowest point.
(i) inflation (ii) the money supply
(iii) aggregate economic activity (iv) the unemployment rate
2. When will not be a shift in the demand curve _____
(i) Price of a commodity falls
(ii) Consumers want to buy more at any given price
(iii) average income rises
(iv) Population grows
3. Which one of the following is not a reason for adopting skimming price strategy?
(i) When the demand of new product is relatively inelastic.
(ii) When there is no close substitutes
(iii) Elasticity of demand is not known
(iv) Product has high price elasticity in the initial stage
4. Product method of calculating national income is also known as
(i) Income method (ii) value added method
(iii) expenditure method (iv) distribution method
5. Utility derived from consumption of an additional unit of a good is called _____
(i) Total utility (ii) Marginal utility
(iii) Additional utility (iv) Derived utility

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a. Classify the Tools Used in Managerial Economics.
OR
b. Analyze the Economic forecasting.
7. a. Discuss about the 'Law of Demand'.
OR
b. Differentiate between the Cost Control and Cost Reduction.
8. a. Elaborate the Objectives of Pricing Policy.
OR
b. State the advantages of Differential Pricing.
9. a. Discuss the Steps of Income Method.
OR
b. Evaluate the Fiscal Policy.
10. a. State the assumptions of Ordinal Utility Approach.
OR
b. Classify the elements Balance of Payments.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a. Enumerate the Scope of managerial economics.
OR
b. Interpret the methods of Economic forecasting.
12. a. Determine the Cost-Output Relationship.
OR
b. Explain the Factors that Influence the Supply of a Product.
13. a. Elucidate the Characteristics of Oligopoly.
OR
b. Analyze the types of Discount Pricing.
14. a. Explain the Expenditure Method.
OR
b. Evaluate the Importance of Export Pricing Strategies.
15. a. Classify the importance of the law of diminishing marginal utility.
OR
b. Formulate the Law of Equi-Marginal Utility.

Z-Z-Z

END