

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom(CS) DEGREE EXAMINATION DECEMBER 2022
(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 Name the Managerial economics which refers to the integration of economic theory with business.
(i) Ethics (ii) Management
(iii) Practice (iv) Ethics and Management
- 2 When the total product (TP) increases at increasing rate, marginal product (MP): _____.
(i) Decreases (ii) Constant
(iii) Increases (iv) Become negative
- 3 Pricing strategy of setting a high price when a product is introduced and gradually lowering its price is known as
(i) Skimming (ii) Penetration pricing
(iii) Peak load pricing (iv) Dumping
- 4 Net national product at factor cost also known as _____. - Match.
(i) Net domestic product (ii) Gross national product
(iii) National income (iv) personal income
- 5 Who was propagated law of diminishing marginal utility?
(i) H.H.Gossen (ii) Alfred Marshall
(iii) Gossen and Marshall (iv) Alfred Gossen

SECTION - B (15 Marks)

Answer ALL Questions

ALL questions carry EQUAL marks (5 x 3 = 15)

- 6 a State the Role of Managerial Economics in Business Development.
OR
b Narrate the Stages of the Business Cycle.
- 7 a State the determinants of demand.
OR
b Evaluate the classification of costs.
- 8 a Discuss about features of monopoly market.
OR
b Classify the product Life-Cycle pricing strategies for different stages.
- 9 a State the Methods of Measuring the National Income.
OR
b Analyse the concept of monetary policy.
- 10 a Discuss the assumptions of cardinal approach.
OR
b Narrate the objectives of trade Policy.

Cont...

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(5 x 6 = 30)

- 11 a Elucidate the nature of managerial economics.
OR
b Determine the role and responsibilities of managerial economist.
- 12 a Interpret the different types of demand.
OR
b Enumerate the Factors determining the scope of the product line.
- 13 a Explain the types of market structures.
OR
b Classify the pricing methods.
- 14 a Evaluate the objectives of fiscal policy.
OR
b Elucidate the importance of national income.
- 15 a Differentiate between the cardinal and ordinal approach.
OR
b Classify the importance of balance of payment.

Z-Z-Z

END