

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

**BCom(CS) DEGREE EXAMINATION MAY 2019
(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 Which one "is the study of the integration of economic theory with business practice
(i) Economics (ii) Managerial economics
(iii) Industrial economics (iv) Agricultural economics
- 2 Who developed the concept of elasticity of demand?
(i) Adam Smith (ii) J. R. Hicks
(iii) Alfred Marshall (iv) Keynes
- 3 The estimate of future demand for the products refers to what?
(i) Demand fore casting (ii) Cost forecasting
(iii) Profit forecasting (iv) Sales forecasting
- 4 Name the approach in which the demand for a new product is projected as an evolution of an existing old product.
(i) Growth-curve approach (ii) Opinion polling approach
(iii) Evolutionary approach (iv) Substitute approach
- 5 Name the term which yield same level of output at level the combination of inputs.
(i) Law of demand (ii) Elasticity of demand
(iii) ISO - Quant (iv) Law of supply
- 6 What is the result of combined efforts of the various factors of production?
(i) Cost (ii) Revenue
(iii) Demand (iv) Production
- 7 Which market homogeneous products are sold
(i) Oligopoly (ii) Monopoly
(iii) Perfect competition (iv) Bilateral monopoly
- 8 Name of the method of pricing high at initial stage
(i) Going rate pricing (ii) Product line pricing
(iii) Skimming pricing (iv) Penetration pricing
- 9 Which term can be minus from GNP to find NNP
(i) Disposable income (ii) Percapita income
(iii) Annual income (iv) Deprecation
- 10 Which one indicate inflation
(i) Fall in price (ii) High in price
(iii) Money value high
(iv) Raise in price level and fall in money value

Cont...

SECTION-B (25 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Explain the scope of managerial economics.
OR
b Classify the law of demand.
- 12 a Describe the factors influencing demand forecasting.
OR
b Bring out importance of demand forecasting.
- 13 a Analyse the features of land.
OR
b Show that relationship between AR and MR.
- 14 a Narrate the features of perfect competition.
OR
b State the objectives of pricing policy.
- 15 a Summarise the difficulties of calculating national income.
OR
b Explain the types of inflation.

SECTION -C (40 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 8 = 40)

- 16 a Analyse the role of responsibilities of a managerial economist.
OR
b Summarise the determinates of demand.
- 17 a Highlight the criteria of a good forecasting method.
OR
b Examine the methods of demand forecasting.
- 18 a Elucidate the law of variable proportions.
OR
b Distinguish between economies and diseconomies of scale.
- 19 a Discuss the price determination under monopoly.
OR
b Point out the features of oligopoly.
- 20 a Calculate the methods of national income.
OR
b Trace out the phase of trade cycle.