

(FOR THE CANDIDATES ADMITEED

23PCC102

DURING THE ACADEMIC YEAR 2023 ONLY)

REG.NO:

N.G.M. COLLEGE (AUTONOMOUS): POLLACHI

END OF SEMESTER EXAMINATION: NOVEMBER-2023

COURSE NAME: M.Com.- (CA)

MAXIMUM MARKS: 75

SEMESTER: I

TIME: 3 HOURS

MANAGERIAL ECONOMICS

SECTION – A (10X1=10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

K1

1. Managerial Economics generally refers to the integration of economic theory with Business _____.
(a) Ethics (b) Management (c) practice (d) All the above
2. Demand = Desires + + Willingness to pay _____.
(a) Supply (b) Utility (c) Want (d) Purchasing power
3. Law of demand shows the functional relationship between ____ and quantity demanded.
(a) Supply (b) Cost (c) Price (d) Requirements
4. Gross domestic product (GDP) measure _____.
(a) total government spending (b) Total exports
(c) Total economic output within a country (d) Total saving in the economy
5. Net National Product (NNP) is calculated by subtracting ____ from Gross National product (GNP).
(a) Depreciation (b) Net Exports
(c) Indirect business taxes (d) Personal taxes give answer.

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

K2

6. What is managerial economics?
7. How is demand elasticity measured?
8. What is the law of diminishing marginal utility?
9. Define Average cost pricing.
10. Expand the terms G.N.P and N.N.P.

SECTION –B (5X5=25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

11. a) What is the Relationship between Managerial Economics & Mathematics?
(OR)
b) Indicate the Scope of Managerial Economics.
- 12.a) Why does the Demand curve slope downwards?
(OR)
b) What are the Factors Influencing Elasticity of Demand?

(CONTD.....2)

13.a) What are the three stages of Law of Production?

(OR)

b) Explain about the Assumption of Break Even Analysis.

14.a) Define 'Price Discrimination'

(OR)

b) How is the market price determined under perfect competition?

15.a) Differentiate between 'Wealth' and 'Income'.

(OR)

b) How is the national income statistics used to measure a country's economic performance over time?

SECTION-C (5X8=40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. K4 &K5

16.a) What are the primary Role and Responsibilities does a managerial economist play in a business organization?

(OR)

b) Discuss about the Fundamental Concepts of Managerial Economics?

17.a) Explain the Relationship between the Revenue and Price Elasticity of demand with Examples.

(OR)

b) Differentiate in the objectives between 'short-term' forecasting and 'Long-term' forecasting.

18.a) Explain and illustrate the concept of least cost combination.

(OR)

b) Analyze the merits and Demerits of Break –even analysis.

19.a) Discuss about price and output decisions under Oligopoly. Explain the 'Kinked Demand curve' in Oligopoly.

(OR)

b) State the factors which influence the price of a commodity?

20.a) Discuss the various methods used to calculate GDP, including the income approach, expenditure approach, and production approach. When might each approach be most appropriate?

(OR)

b) What are the conceptual difficulties in the measurement of National income?
