

S.NO: 22N1- PCA

Course Code: PGCA

A.D.M.COLLEGE FOR WOMEN, NAGAPATTINAM

(AUTONOMOUS)

M. Com Degree Examination

I Semester – November – 2022

CC I – MANAGERIAL ECONOMICS

Time: 3 hours

Maximum Marks: 75

Section –A

10X2=20

Answer ALL the Questions

1. Define Managerial Economics.
2. What do you mean by Demand Analysis?
3. What is Production Function?
4. Define Law of Supply.
5. What is Perfect Competition?
6. Write the meaning of Price Discrimination.
7. What is Profit Planning?
8. Give the meaning of Profit Forecasting.
9. What is meant by Business Cycle?
10. What is National Income?

Section –B

5X5=25

Answer **ALL** the Questions

11. a) Explain the scope of Managerial Economics.

(or)

b) Bring out the role of Managerial Economist.

12. a) Mention the managerial uses of Production Function.

(or)

b) State the Cost Output Relationship in the Short Run.

13. a) How does the market structure affect pricing and output decisions?

(or)

b) What are the objectives of Pricing?

14. a) Narrate the objectives of Profit Planning.

(or)

b) List the various measurement of Profit.

15. a) Explicate the important features of Business Cycle.

(or)

b) Explain the major methods of Economic Forecasting.

Section –C

3 X 10 = 30

Answer any **THREE** Questions

16. Discuss the various determinants of Demand.
17. Explain the law of variable proportion with the help of a diagram.
18. Describe the different kinds of Pricing Strategies.
19. Analyse the various theories of Profit.
20. Elaborate the various methods of measuring National Income.

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