

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

END-OF-SEMESTER EXAMINATIONS : JUNE - 2022

M.Com

MAXIMUM MARKS: 70

II SEMESTER

TIME : 3 HOURS

MANAGERIAL ECONOMICS

SECTION - A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.(Qn. No. 1 - 5)

(K1)

1. Which is one of the traditional objective of a business firm is _____
a) sales maximization b) profit maximization
c) growth maximization d) utility maximization
2. When a small change in price leads to infinite change in quantity demanded, it is called _____
a) Perfectly elastic demand b) Perfectly inelastic demand
c) Relative elastic demand d) Relative inelastic demand
3. Which is another one of the short run production function is called _____
a) law Returns to scale b) law of variable proportion
c) Production possibility frontier d) Iso-quant
4. Which is one of the important features of Product differentiation is _____
a) Monopoly c) monopolistic competition
b) perfect competition d) monopsony
5. Which is situation of severely falling prices and lowest level of economic activities _____
a) Boom b) Recovery c) Recesssion d) Depression

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

(Qn. No. 6 - 10)

6. What do you understand by managerial economics?
7. Construct the term demand forecasting.
8. What is production function?
9. Interpret the concept of Oligopoly?
10. Define - National Income.

(CONT'D.....2)

SECTION – B**(5 X 4 = 20 MARKS)**

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(Qn. No. 11 to 15) (K3)

11. a) Examine objectives of Sales maximisation of a business firm.
 (OR)
- b) Discover the relationship of managerial economics with other disciplines.
12. a) List out the short term objectives of demand forecasting
 (OR)
- b) Examine the reasons for the downward sloping demand curve.
13. a) Compute the properties of production indifference curves.
 (OR)
- b) Analyse the various causes for 'U' shaped Long run AC curve.
14. a) Describe the main features of perfect competition.
 (OR)
- b) Analyse briefly the short run equilibrium of monopoly firm
15. a) Explain any three causes for disequilibrium in Balance of Payment.
 (OR)
- b) Investigate the different methods for measuring national income.

SECTION - C**(4 X 10 = 40 MARKS)**

ANSWER ANY FOUR OUT OF SIX QUESTIONS
(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS (FROM Qn. No : 17 to 21) (K4 / K5)

16. Discuss the various techniques of forecasting demand for a product.
17. Economic Theory and the theory of decision making appear to be in conflict with each concept based on different sets of assumption – Analyze and explain how managerial economics bridges the gap between the two.
18. Formulate the various measurements of price elasticity of demand.
19. Interpret the concept of Cobb-Douglas production function along with properties of its measurement.
20. Illustrate the equilibrium of firm under monopolistic competition with the help of diagram.
21. Determine the different phases of trade cycle.
