

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2024
COURSE NAME: M.Com - CA
SEMESTER: I**

**MAXIMUM MARKS: 75
TIME : 3 HOURS**

MANAGERIAL ECONOMICS

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

K1

1. Managerial Economics primarily focuses on: _____.
a) Theoretical concepts only b) Decision-making techniques and analysis
c) Government policies d) Legal frameworks
2. Which of the following factors does NOT influence the elasticity of demand?
a) Substitutes availability b) Consumer preferences
c) Seasonality d) Production costs
3. The Law of Diminishing Returns states that: _____.
a) Output increases at a constant rate
b) Output increases at an increasing rate
c) Additional output decreases with each additional unit of input
d) Additional output remains constant with each additional unit of input
4. In a perfectly competitive market, firms: _____.
a) Set prices based on market demand
b) Have significant control over the prices
c) Face a downward-sloping demand curve
d) Price their products based on the cost of production
5. Which of the following is NOT a method of measuring national income?
a) Income Method b) Expenditure Method c) Production Method d) Marketing Method

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES. K2

6. Define Managerial Economics.
7. Explain Elasticity of Supply.
8. What is Break-Even Analysis?
9. Describe Monopolistic Competition.
10. What is meant by National Income Concepts?

SECTION – B (5 X 5 = 25 MARKS)

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

11. a) Discuss the nature of managerial economics.

(OR)

- b) Explain the relationship between managerial economics and microeconomics. **(CONTD.....2)**

12. a) Discuss the advantages and limitations of demand forecasting.
(OR)
b) Explain the Law of Supply and its implications for business operations and pricing strategies.
13. a) Analyze the Law of Diminishing Returns and its impact on production efficiency.
(OR)
b) Explain the concept of economies of scale and how it affects the cost structure of a firm.
14. a) Compare pricing strategies under perfect competition and monopolistic competition.
(OR)
b) Discuss the pricing and output decisions in a duopoly market.
15. a) Explain the various elements of national income.
(OR)
b) Explain the significance of national income measurement for economic policy and planning.

SECTION – C**(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

16. a) Discuss the various uses of Managerial Economics in solving business problems.
(OR)
b) Explain the role and responsibilities of a managerial economist in a corporate environment.
17. a) Discuss the concept of elasticity of demand. Explain its types.
(OR)
b) Examine the various methods of demand forecasting.
18. a) Discuss the concept of Producer's Equilibrium. How does a producer achieve equilibrium in both the short run and the long run?
(OR)
b) Discuss the importance of break even analysis in financial planning and decision-making for businesses.
19. a) Discuss the role of government regulation in pricing decisions in a monopoly market, and analyze how such regulations can impact both the firm and consumers.
(OR)
b) Analyze the pricing and output decisions in an oligopoly market structure.
20. a) Discuss the methods of measuring national income.
(OR)
b) Explain the significance of GDP and GNP as indicators of economic performance, and discuss the limitations of using these metrics to assess the well-being of a nation.