

**M.Com. (A&F) DEGREE EXAMINATION, EVEN SEMESTER 2021**  
**I Year I Semester**  
**Managerial Economics**

**Max.marks :25**

Answer any **FIVE** questions ( $5 \times 5 = 25$ ) Marks

1. Bring out the role of managerial economist in decision making.
2. Discuss the factors that influence a demand for a product
3. Explain the survey methods of demand forecasting.
4. Explain and illustrate the law of variable proportions.
5. Explain fixed cost and variable cost and their role in cost structure.
6. Describe briefly the cost oriented and competition oriented pricing techniques.
7. Discuss the pricing in public sector enterprises