

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

M.Com. - END SEMESTER EXAMINATIONS APRIL - 2022

SEMESTER - I

20PCOET1001 - Managerial Economics

Total Duration : 3 Hrs.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the importance of managerial economics with special reference to decision making.
2. What is meant by demand schedule and demand curve? Explain the circumstances in which demand curve slope upwards.
3. Explain the various methods of demand forecasting.
4. Describe why Long Run Average Cost (LAC) curve is called as Planning Curve and envelope curve.
5. Explain the uses of break even analysis.
6. What is advertising budgeting? What are factors affecting advertising budget.
7. Explain the types of market structure.
8. Examine the different types of pricing in a business firm.

Section B

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Define production function. Describe the stages of law of variable proportion with the help of diagram.
10. What is capital budgeting? Explain the significance of capital investment decision.
11. What is meant by product policy? Examine the essential components of a sound product policy.
12. Discuss the pricing objectives of a firm.

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. Explain the nature and scope of managerial economics.
