

**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.(A&F) END SEMESTER EXAMINATIONS APRIL - 2022

SEMESTER - I

18PAFCE1001 - Managerial Economics

Total Duration : 3 Hrs.

Total Marks : 60

Section A

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

1. What is the role of managerial economics in decision making?
2. Compare and contrast Giffen goods and Normal goods.
3. Explain the modern theory of cost.
4. What are the different pricing practices followed? Explain.
5. Explain equilibrium of a firm under monopoly.
6. Discuss the various assumptions of Consumer's equilibrium under utility analysis.
7. What are the three stages of production in the short run?
8. Explain the relationship of managerial economics with other disciplines.

Section B

Part A

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

9. "Managerial economics is the integration of Economic theory with Managerial practice for the purpose of facilitating decision making." Explain.
10. Explain the important determinants of demand.
11. Examine the relationship between cost and production function.
12. Briefly explain trade cycle? Explain its different phases with suitable examples.

Part B

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

13. Imagine yourself as a CEO of a global software company like Microsoft. How will you decide your Price Policy?
