

**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

20PAFET1001 - Managerial Economics

Total Duration : 3 Hrs.

Total Marks : 60

Section A

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

1. Define managerial economics? Is it positive or normative.
2. Classify and Analyse the Managerial Decision problem.
3. Describe consumer goods and consumer durables.
4. Explain the role of fixed cost and variable cost in cost structure.
5. Explain product line pricing and differential pricing.
6. Classify and State the relationship between marginal revenue average revenue and price of a product when the form is in equilibrium.
7. Explain the objectives of demand forecasting.
8. Determine the factors that influence the price of the commodity.

Section B

Part A

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

9. Explain the scope of managerial economics.
10. Explain the different methods that are available for forecasting the demand.
11. Examine and explain about the different pricing Methods.
12. Determine the concept of break even analysis.

Part B

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

13. Examine and explain about the classification of Markets.
