

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 NOVEMBER - 2022

SEMESTER - I

**20PCOET1001 - Managerial Economics**

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

### **Section A**

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

1. State the scope of Managerial Economics?
2. Differentiate between 'Risk' and 'Uncertainty' in business.
3. Define law of demand and explain its basic concepts.
4. How will you find out the BEP in terms of 'sales value'?
5. What are the different types of Oligopoly?
6. What are the features of market?
7. Explain Pricing in life-cycle of a product.
8. What is Skimming price policy?

### **Section B**

#### **Part A**

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

9. Explain the fundamental concepts that aid decision making.
10. What are the various types of demand? Explain.
11. Discuss the pricing policies against restrictive trade practices.
12. Explain the various Pricing methods in public utility.

#### **Part B**

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

13. Discuss the characteristics of perfect competition and analyse price discrimination under perfect competition.

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