

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 NOVEMBER - 2022

SEMESTER - I

**20PAFET1001 - 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 approaches of managerial decision making.
2. Explain the tools of analysis for demand forecasting.
3. How do you relate short run and long run cost functions?
4. What is the need for advertisement budgeting?
5. Explain the basic concepts of demand analysis.
6. Interpret Capital investment analysis.
7. What are the main objectives of pricing?
8. Write short notes on risk and uncertainty.

### **Section B**

#### **Part A**

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

9. Describe in detail the scope of managerial economics.
10. Explain demand forecasting for consumer durable and capital goods.
11. Briefly describe Break Even Analysis with suitable example.
12. Elaborate the significance of market structure.

#### **Part B**

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

13. Discuss the different methods of pricing and its importance.

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