

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.(General) - END SEMESTER EXAMINATIONS NOVEMBER - 2023

SEMESTER - I

23PCOCT1002 - Managerial Economics

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. What are the scope of managerial decisions?
2. Describe the various types of cost concepts.
3. Compute the general equilibrium in market with diagram.
4. Discuss the demand forecasting for consumer durable goods.
5. Explain the issues and challenges in Technology.
6. What are the objectives of the Firm?
7. Explain the objectives of pricing.
8. Examine the phases and recommend obtaining better position of business cycle.

Section C

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

9. Discuss in detail the approaches to managerial decision making.
10. Prepare a flow chart of classifications of demand forecasting methods.
11. Explain the determinants and types of costs.
12. Evaluate the price and output determination in long run period under monopoly.

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

13. Examine the various concepts of national income and models of NI determination.
