

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.

B.Com.(CS) END SEMESTER EXAMINATIONS NOVEMBER -2023

SEMESTER - I

21UBCAT1001 - Managerial Economics

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section B

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

1. Briefly describe the nature and scope of Managerial Economics.
2. Describe price elasticity of demand.
3. What is monopolistic competition? How does a firm take its pricing and output decisions under this?
4. Write short notes on
 - a) Price Discrimination
 - b) Break- Even Analysis
5. What is price elasticity of demand? How would you measure it?
6. What is 'Capital Budgeting' and state the importance of Capital Budgeting.
7. Enumerate the various classification of investment projects.
8. Explain briefly the role and functions of profits.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Explain in detail the role of managerial economists in business.
10. Why does the normal demand curve slope downwards? Can there be an upward rising demand curve. Explain with examples.
11. Illustrate how price is determined under perfect competition.
12. Bring out the objectives of capital budgeting.
13. Enumerate the various theories of profit.
