

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 - NOV'2024

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. Explain the Scope of Managerial Economics.
2. State the determinants of Demand.
3. Differentiate law of variable proportion and returns to scale.
4. Discuss the methods of determining advertising budget.
5. What is the significance of economic indicators?
6. How do you relate short run and long run cost functions?
7. What are the main objectives of a firm according to economic theory?
8. Examine how policies against restrictive trade practices can promote competition in the market.

### **Section C**

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

9. Interpret the approaches of Managerial decision making.
10. Examine how price is determined under Monopolistic Competition.
11. Discuss the methods of demand forecasting for consumer durables and capital goods. What challenges do firms face in this process?
12. Explain the concept of Break-Even Analysis. How is it used to determine the relationship between costs, revenue, and profit?

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

13. Critically analyze the phases of the business cycle and their impact on National Income.

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