

14002

M.Com. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2015.
FIRST SEMESTER

Commerce

Paper II — MANAGERIAL ECONOMICS

Maximum : 75 marks

Time : Three hours

(No additional sheet will be supplied)

SECTION A — (5 × 3 = 15 marks)

Answer any FIVE questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Incremental principle.
2. Scope of Managerial Economics.
3. Demand schedule.
4. Law of supply.
5. Meaning of production.
6. Average Total Cost.
7. Limitations of CVP analysis.
8. Transfer pricing.

SECTION B — (4 × 15 = 60 marks)

Answer ALL the questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Discuss the Role and Responsibilities of a managerial economist.

Or

10. State the objectives of the firm.

11. Discuss the meaning and law of demand and state clearly the demand distinctions.

Or

12. Explain the methods of demand forecasting.

13. What are the different cost control and cost reduction techniques.

Or

14. Briefly discuss the Cobb-Douglas production function.

15. Discuss the pricing under perfect competition.

Or

16. What is profit and explain the applications of CVP analysis.

