

**14002(OR)**

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

**Paper II – Managerial Economics**

Time: Three hours

Max. Marks: 75

(No additional sheet will be supplied)

PART A- (5 x 3 =15 marks)

Answer any FIVE questions.

Each answer carries 3 marks.

Each answer should not exceed 1 page

1. Scope of Managerial Economics.
2. Objectives of the firm
3. Demand schedule
4. Evolutionary approach
5. Isoquant curves
6. Opportunity cost
7. Dual pricing
8. Innovative theory of profit

PART B - (4 x 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages

9. Define Managerial Economics and state its principles.  
(OR)
10. Explain the role and responsibilities of a managerial economist.
11. What are the different methods of forecasting demand of new products?  
(OR)
12. Explain the law of supply and state the determinants of supply.
13. Discuss the cost-output relationship in short-run and long-run.  
(OR)
14. Explain the different methods of cost reduction and cost control.
15. Discuss the advantages and limitations of Transfer Pricing.  
(OR)
16. Explain the managerial uses of Cost-Volume-Profit analysis.