(103MCOM17)

M.Com./M.Com. (B & F)/M.Com. (FM) DEGREE EXAMINATION, NOVEMBER 2017

FIRST SEMESTER

Branch – Commerce

Paper III — MANAGERIAL ECONOMICS

(New Syllabus)

Time : 3 Hours *Max. Marks : 70*

SECTION – A

Answer any FIVE questions

(Marks : 5 × 4 marks = 20 marks)

1. (a) Distinguish between Micro and Macro Economics.

   (b) Meaning of Managerial Economics.

   (c) What constitutes Demand for a product?

   (d) What is the purpose of Demand forecasting?

   (e) What is Marginal Cost? Explain.

   (f) What is the difference between short run and long run?

   (g) What is a production function?

   (h) What is 'Returns to scale'?

   (i) What is a 'Profit' in Economics?

   (j) Angle of Incidence.

SECTION – B

Answer all FIVE question.

(Marks : 5 × 10 marks = 50 marks)

2. (a). Explain the scope and principle of managerial economics.

Or

   (b) What are the responsibility of a managerial economics?

3. (a) Explain various methods of demand forecasting.

Or

   (b) How does demand in forecasted for new products?

[P.T.O]

4. (a) Classify the various costs used in Economics.

Or

(b) Explain the methods of cost control.

5. (a) Explain the law of variable proportions.

Or

(b) Explain about the Cobb – Douglas production function.

6. (a) Explain about the different views of profits.

Or

(b) What is Profit Planning? Explain the process a theory.