STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024)

M.COM DEGREE EXAMINATION, NOVEMBER 2023
COMMERCE DEPARTMENT
FIRST SEMESTER

COURSE   :   CORE
PAPER   :   MANAGERIAL ECONOMICS
SUBJECT CODE :   23CM/PC/ME14
TIME   :   3 HOURS   MAX. MARKS: 100

Q. No.	SECTION A (4 x 5 = 20)	CO	KL
	Answer the following.		
1	Define Managerial Economics. Explain its features.	1	K1
2	Write a brief note on Financial System in India.	1	K2
3	What are the scope of Managerial Economics?	1	K1
4	State and explain Profit Maximization rules.	1	K2
Q. No.	**SECTION B** (4 x 10 = 40)	**CO**	**KL**
	Answer the following.		
5	A) Discuss the factors affecting Price elasticity of demand with the help of suitable examples.	2	K3
	(OR)		
	B) Explain briefly the various types of Economies of Scale.	3	K4
6	A) State and explain the theory of Law of Variable Proportions.	2	K3
	(OR)		
	B) Illustrate the shape of a typical short-run cost curve and explain its various segments.	3	K4
7	A) Define cross elasticity of demand and explain its formula. What does it tell us about the relationship between two goods?	2	K3
	(OR)		
	B) Explain the concept of cross elasticity in the context of advertising and marketing strategies.	3	K4
8	A) Explain the economic significance of minimizing production costs while staying on the same isoquant.	2	K3
	(OR)		
	B) What are non-statistical techniques for demand forecasting, and when are they suitable?	3	K4
Q. No.	**SECTION C** (2 x 20 = 40)	**CO**	**KL**
	Answer the following.		
9	A) Explain in detail the determination of Price and Output under perfect competition market.	4	K5
	(OR)		
	B) Describe in detail the phases and management of Business cycles.	5	K6
10	A) Justify the need for Government Intervention in the working of the Business. In what ways, can Government intervene?	4	K5
	(OR)		
	B) Which economic concepts can be used by managers in taking various business decisions? Explain.	5	K6

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