STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2023-24 and thereafter)

M.Com. DEGREE EXAMINATION NOVEMBER 2024
COMMERCE
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) Answer the following.	CO	KL
1.	Explain the Nature and Scope of Managerial Economics.	1	1
2.	Discuss the various types of utility analysis.	1	1
3.	Summarize the law of variable proportion and state its assumption.	1	2
4.	State the theory of firm and its objectives.	1	2
Q. No.	SECTION B (4 x 10 = 40) Answer the following.	CO	KL
5.	(a) Explain briefly the various types of Economies of Scale. (OR)	2	3
	(b) What is the role of managerial economics in strategic decision making?	2	3
6.	(a) Explain the production function with one variable input. Construct the three stages of production with suitable diagram. (OR)	2	3
	(b) Discuss the various types of demand.	2	3
7.	(a) Explain the concept of cross elasticity in the context of advertising and marketing strategies. (OR)	3	4
	(b) Discuss elaborately on financial system in India.	3	4
8.	(a) What are the key economic indicators for forecasting the performance of the country? Explain. (OR)	3	4
	(b) Illustrate the supply curve of a competitive firm.	3	4
Q. No.	SECTION C (2 x 20 = 40) Answer the following.	CO	KL
9.	(a) Explain in detail the price and output determination under various market condition. (OR)	4	5
	(b) Elaborate on Statistical and non-statistical techniques for demand forecasting, and when are they suitable?	4	5
10.	(a) Enumerate the fundamental Economic concepts in managerial economics for decision making, with suitable examples. (OR)	5	6
	(b) Explain the different phases of business cycle. How do they affect the economy?	5	6

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