

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2011 – 2012 & thereafter)

SUBJECT CODE: 11CM/PE/ME14

M.Com. DEGREE EXAMINATION NOVEMBER 2012
COMMERCE
FIRST SEMESTER

COURSE : ELECTIVE
PAPER : MANAGERIAL ECONOMICS
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

I. ANSWER ANY FIVE QUESTIONS. EACH ANSWER SHOULD NOT EXCEED 500 WORDS: (5 x 8 = 40)

1. Discuss the role and responsibilities of a managerial economist.
2. What is discounting principle? How does it help in investment decisions?
3. Discuss the impact of advertisement on demand.
4. Explain the various source of internal economies of scale that accrues to the firm.
5. What is a production function? Explain the law of variable proportions.
6. Explain full cost pricing.
7. What is break even points? How is it determined?
8. Explain differential pricing. How is it different from dual pricing?

SECTION – B

II. ANSWER ANY THREE QUESTIONS. EACH ANSWER SHOULD NOT EXCEED 1200 WORDS: (3 x 20 = 60)

9. With suitable illustration explain the various types of price elasticity. Discuss any three business application of this concept.
10. Discuss the factors involved in demand forecasting. Explain the alternative methods of demand forecasting.
11. What is a product line? Explain the specific problems of product line pricing.
12. Explain the cost-output relationship with short run. How does it differ from the long run relationship?
13. What are the arguments against profit maximization as the objective of the firm? Explain the alternative goals of the firm.
