

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 2013
COMMERCE
FIRST SEMESTER

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

SECTION – A

I. ANSWER ANY FIVE QUESTIONS. (5 x 8 = 40)

1. Explain the role and responsibilities of a managerial economist in a firm.
2. What are the objectives of demand forecast?
3. Write notes on 'Internal Diseconomies of Scale'.
4. What are the circumstances under which price discrimination is possible and profitable?
5. What is profit forecasting? Why profit maximization is not always the aim of business.
6. Discuss the various determinants of demand.
7. 'A firm buys inputs in quantities determined by the production function and the prices of the inputs'-Discuss.
8. What are the reasons for Government Control over Price of a Product?

SECTION – B

II. ANSWER ANY THREE QUESTIONS. (3 x 20 = 60)

9. Explain the tools and techniques of managerial economics.
10. Examine the concepts of price elasticity, income elasticity and cross elasticity of demand and discuss their usefulness to business unit.
11. Explain short and long run cost functions.
12. Distinguish between various degrees of differential pricing. What conditions are needed for effective differential pricing?
13. Discuss briefly the various theories of profit.
