

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 2014
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. What are the Basic economic tools used in Managerial Economics?
2. Explain and illustrate the Law of Variable proportions.
3. What are the features of a good forecasting method?
4. Differentiate between 'Accounting Profit' and 'Economic Profit'.
5. Explain the methods used in pricing 'Public Utilities'.
6. What are the differences between pricing by manufacturers and retailers?
7. What is meant by 'Profit Planning'?
8. State the significance of Managerial Economics.

SECTION – B

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

9. Indicate and explain the importance of 'elasticity of demand' in business decisions.
10. Analyse the cost output relationship in the long run.
11. What is meant by 'Price Discrimination'? Discuss how pricing is done in discriminating Monopoly.
12. Explain how valuation of stock will affect the profit.
13. Discuss the role and responsibilities of a 'Managerial Economist'.
