

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2004-2005 & thereafter)

SUBJECT CODE : CM/PC/ME24

M.Com. DEGREE EXAMINATION APRIL 2007
COMMERCE
SECOND SEMESTER

COURSE : MAJOR – CORE
PAPER : MANAGERIAL ECONOMICS
TIME : 3 HOURS
MAX. MARKS : 100

SECTION - A

ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)

1. Define Managerial Economics. Explain its scope.
2. Explain a) Delphi method and b) Naïve models of demand forecasting.
3. Distinguish between a) complementary goods and substitutes. b) Superior goods and inferior goods.
4. Explain the factors that influence demand for a product.
5. What are the uses and limitations of the Break-even analysis?
6. Discuss the expansion path.
7. Distinguish between skimming and penetrating pricing policies of a business firm.
8. Explain the cost-output relationship in the short run.

SECTION - B

ANSWER ANY THREE QUESTIONS: (3 x 20 = 60)

9. Explain the various methods of pricing employed by the business firm.
10. Discuss the production function in detail.
11. What is profit forecasting? Explain the different methods of profit forecasting.
12. Explain the different practical methods of setting advertising budget?
13. Critically evaluate the traditional & discounted cash flow techniques of investment appraisal.

