

S.No. 1340

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(For candidates admitted from 2022-2023 onwards)

M.Com. DEGREE EXAMINATION, NOVEMBER 2022.

Cooperative Management

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 75 marks

PART A — (20 marks)

Answer ALL questions.

- I. Multiple choice questions : (5 × 1 = 5)
1. Managerial economics generally refers to the integration of economic theory with business:
(a) Ethics (b) Management
(c) Practice (d) Decision
 2. Which of the following explains the short-run production function?
(a) Law of Demand
(b) Law of Variable Proportion
(c) Returns to Scale
(d) Supply

19. (a) Explain the profit measurement in managerial economics.

Or

- (b) Explain the objectives and features of Profit Forecasting,

20. (a) Describe the features of business cycle in Managerial Economics.

Or

- (b) Compare the various types of output analysis in Managerial Economics.

PART C — (3 × 10 = 30)

Answer any THREE out of Five questions.

21. Discuss the role of Managerial Economics.
22. Determine the importance of objectives of cost control and cost reduction.
23. Elucidate the Various Classification of Pricing.
24. Narrate the concept and nature of Profit in Managerial Economics.
25. Discuss the importance of National Income.

3. If the income and substitution effect of a price increase works in the same direction the good whose price has changed is a:
- (a) Giffen goods (b) Inferior goods
(c) Normal goods (d) Superior
4. Which of the first order condition for the profit of a firm be maximum?
- (a) $AC=MR$ (b) $MC=MR$
(c) $MR=AR$ (d) $AC=AR$
5. Cost of living increases when business cycle is:
- (a) Expanding (b) Contracting
(c) at peak (d) at lowest point

II. Fill in the blanks : (5 × 1 = 5)

6. In case of Giffen's goods, price and demand go in the _____ directions.
7. Production function is expressed as _____
8. The change in demand due to change in price only, where other factors remaining constant, it is called _____
9. In a perfect competition, a firm earns super normal profit when the AR of the firm _____
10. Understanding the business cycle is important for business managers because _____

III. Answer ALL questions. (5 × 2 = 10)

11. Define Demand analysis.
12. What is meant by production in managerial economics?
13. What is skimming pricing?
14. Define profit in managerial economics.
15. What do you mean by National Income?

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

16. (a) Describe the nature and Scope of Managerial Economics.

Or

- (b) Summarize the objectives of Demand Analysis.

17. (a) Explain the features of Production Function.

Or

- (b) Describe the objectives of Law of Supply.

18. (a) Explain the concept of Monopoly and Oligopoly.

Or

- (b) Describe the features of pricing.