19. (a) Explain the different types of rent in an organisation.

Or

(b) State and explain various aids of profit planning.

20. (a) Explain the different theories of national income.

Or

(b) Elucidate the methods of measure Gross Domestic Product

PART C — (3 × 10 = 30)

Answer any THREE out of Five questions.

21. Explain the role and responsibilities of a Managerial Economist.

22. Describe the various techniques of Cost control.

23. Explain with the help of a diagram how price is determined in a perfectly competitive market.

24. Elaborate the various measurement techniques of profit.

25. Explain the different approaches to measuring the Gross Domestic Product in National Income.

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(For candidates admitted from 2022–2023 onwards)

M.Com. DEGREE EXAMINATION, NOVEMBER 2023.

Co-operative Management

MANAGERIAL ECONOMICS

Time : Three hours Maximum : 75 marks

PART A — (20 Marks)

Answer ALL questions.

I. (A) Multiple Choice Questions (5 × 1 = 5)

1. When a change in price to bring a change in quantity is indicated?

(a) Demand function

(b) Demand Assumption

(c) Demand Analysis

(d) Demand Forecast

2. Which one of the following is the money expenses incurred by a firm in the production process?

(a) Production costs (b) Costs

(c) Economic Costs (d) Marketing Costs

3. Which one of the following is due to changes in tastes, income and preferences of consumer?

(a) Change in demand

(b) Change in Supply

(c) Change in price

(d) Change in commodities

4. ____________ is not a reward for any Entrepreneurial function?

(a) Windfall profit (b) Monopoly profit

(c) Normal Profit (d) Economic profit

5. When there is a downward descend from the peak in the short run period is called?

(a) Recession cycle (b) Prosperity cycle

(c) Recovery cycle (d) Depression Cycle

(B) Fill in the blanks (5 × 1 = 5)

6. The behaviour of the Individual units and small groups of such unit is called ____________

7. Generally understood as the transformation of inputs into outputs known as ____________

8. The jaw of demand applicable to ____________

9. Profit is also called ____________

10. The total value of goods and services produced annually in a country is called ____________

II. Answer ALL questions (5 × 2 = 10)

11. Define Managerial Economics.

12. What do you mean by Short run production function?

13. What is meant by law of demand?

14. What do you understand the Economic profit?

15. What is business cycle?

PART B — (5 × 5 = 25)

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

16. (a) Explain the nature and scope of Managerial Economics.

Or

(b) Differentiate between Micro and Macro Economics.

17. (a) Explain the short run production function.

Or

(b) State and Explain various kinds of cost variance.

18. (a) Explain the price determination of a firm under Monopolistic competition.

Or

(b) Differentiate between perfect competition and Monopolistic Competition.