C. ABDUL HAKEEM COLLEGE (AUTONOMOUS),
MELVISHARAM - 632 509.
SEMESTER EXAMINATIONS, NOVEMBER - 2018

B.Com., CORPORATE SECRETARYSHIP   **SEMESTER I**

U18AEC102 / U15AEC102 - MANAGERIAL ECONOMICS - I (ALLIED)

Time: Three Hours   Maximum: 75 Marks

SECTION - A (10 X 2 = 20 Marks)

Answer ALL Questions.

1. Define managerial economics.
2. Write any two objectives of business firm.
3. What do you mean by demand?
4. Write a short note on demand forecasting.
5. Define price elasticity of demand.
6. What is advertising elasticity of demand?
7. What is meant by production function?
8. What is meant by Economies of scale?
9. What do you mean by BEP?
10. Define cost.

SECTION - B (5 X 5 = 25 Marks)

Answer ALL Questions.

11. a) Briefly explain the scope of managerial economics.

(Or)

b) Explain the limitations of managerial economics.

12. a) Distinguish between market demand and individual demand.

(Or)

b) Why does demand curve slope downwards?

13. a) Explain the criteria for good forecasting.

(Or)

b) Write a brief note statistical method of forecasting.

14. a) Distinguish between cost control and cost reduction.

(Or)

b) Bring out the characteristics of production functions.

15. a) Briefly explain the assumption of BEP.

(Or)

b) List out the limitations of linear programming.

SECTION - C (3 X10 = 30 Marks)

Answer ANY THREE Questions.

16. Discuss the Role and Responsibilities of Managerial Economics.
17. Explain the various types of elasticity of demand.
18. Describe the various methods of demand forecasting.
19. Explain the law of variable proportion with the help of suitable diagram.
20. Elaborate the advantages of graphical methods.

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