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**D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE – 1**

**SEMESTER EXAMINATIONS**

**NOVEMBER – 2018 15CPCO1E**

**MANAGERIAL ECONOMICS**

**Time: 3 Hrs Max. Marks: 75**

**SECTION – A (5 X 6 =30)**

**Answer ALL the questions.**

1. (a) Indicate the scope of Managerial Economics.

(Or)

(b) Explain the objectives of Firms.

1. (a) Narrate the various types of Price elasticity of demand.

(Or)

(b) What are the factors affecting demand?

1. (a) Write the features of Long run Average Cost curves.

(Or)

(b) Briefly discuss the Stages of Returns to Scale.

1. (a) Bring out the features of Perfect Competition.

(Or)

(b) What is meant by Oligopoly? Illustrate and explain the “Kinked Demand Curve “

1. (a) Describe the different Phases of Trade Cycle.

(Or)

(b) Briefly discuss the Product line pricing.

**SECTION – B (3 X 15 =45)**

**Answer any THREE of the following questions.**

1. Describe the fundamental concepts and methods of Managerial Economics.
2. Briefly explain the properties of Indifference curve analysis.
3. Explain the Law of Variable Proportion.
4. How are price and output determined under Monopolistic Competition?
5. Describe the various methods of pricing.

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