

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.Com. CS- END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - I

21UBCAT1001 -Managerial Economics

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the nature and scope of Managerial Economics.
2. Discuss the role of a managerial economist in business decision-making.
3. What is the Law of Demand? Explain with an example.
4. Define Elasticity of Demand and explain its types.
5. Differentiate between Fixed Cost and Variable Cost with examples.
6. Explain Price Discrimination with suitable examples.
7. What is Capital Budgeting? Why is it important for business decisions?
8. Define Profit and explain its nature.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Describe the role of a managerial economist in shaping business strategies.
10. Discuss the different methods of demand forecasting.
11. Analyze the concept of price discrimination and explain the conditions under which it can be effectively implemented in different market structures.
12. Elaborate the different techniques of capital budgeting and their relevance in investment decision-making.
13. Compare and contrast the key theories of profit and their implications for business organizations.
