

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE & ECONOMICS
PONDA-GOA

B.COM.(SEMESTER-I) SUPPLEMENTARY EXAMINATION, MAY/JUNE 2017
MANAGERIAL ECONOMICS – I

Duration : 2 Hours

Marks : 80

- INSTRUCTIONS :** 1) All questions are compulsory.
2) Figures to the right indicate marks assigned
3) Draw diagrams wherever necessary.

Q 1) Write Short Notes on the following (Any Four) - (16)

- (1) Characteristics of Managerial Economics (AnyTwo)
- (2) Functions of a Managerial Economist (Any Two)
- (3) Concept of Variation in Demand
- (4) Cross elasticity of demand
- (5) Objectives of demand forecasting (any two)
- (6) Concept of Supply

Q 2) Answer any Four from the following in not more than 100 words. (16)

- (a) Concept of Production function
- (b) Different types of inputs
- (c) Concept of Returns to scale
- (d) Relationship between AC & MC
- (e) Cost of Joint Products
- (f) Concept of Economies of Scope

Q 3 a) Explain any three fundamental concepts used in Managerial Economics. (12)

OR

b) Explain any three types of demand distinctions. (12)

Q 4 a) Explain different factors affecting price elasticity of demand. (12)

OR

b) What is meant by Demand Forecasting? Describe any four methods of demand forecasting. (12)

Q 5 a) Explain Law of Diminishing Returns with a suitable example. (12)

OR

b) Describe any four concepts of costs. (12)

Q 6 a) Explain the different Characteristics of Long Run Average Cost Curve. (12)

OR

b) Write a note on Economies & Diseconomies of Scale. (12)
