LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – **COMMERCE**

SECOND SEMESTER – **APRIL 2025**

EC 2901 – MANAGERIAL ECONOMICS

Date: 09-05-2025 Dept. No. Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A

ANSWER ANY FOUR OF THE FOLLOWING **4 X10=40 Marks**

1. Explain the scope of Managerial Economics in modern business.
2. Briefly explain the business applications of Price Elasticity of Demand.
3. What is Cost Control? Explain the tools of Cost Control.
4. Explain the price differentials based on buyer's location.
5. 'Firms do not always try to maximize profit' - Elucidate.
6. Describe the key characteristics of perfect and imperfect markets.
7. What is meant by professionalisation of management? Explain its importance.
8. Differentiate between accounting profit and economic profit using examples.

SECTION - B

ANSWER ANY THREE OF THE FOLLOWING **3 X 20 =60 Marks**

9. Illustrate the various methods of Demand Forecasting.
10. Describe different methods of pricing employed in business.
11. Examine the managerial uses of Break Even analysis.
12. Discuss the role of entrepreneurship in the economic development of India, highlighting its key challenges and opportunities.
13. Analyze the role of profit forecasting in business planning by highlighting its methods, challenges, and benefits.
14. Highlight the various concepts of costs and their role in managerial decision-making.
