

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 86
(For Candidates admitted during the academic year 2011 – 2012)

SUBJECT CODE: 11EC/PE/MG14

M.A. DEGREE EXAMINATION NOVEMBER 2011
BRANCH III – ECONOMICS
FIRST SEMESTER

COURSE : ELECTIVE
PAPER : MANAGERIAL ECONOMICS
TIME : 3 HOURS

MAX.MARKS : 100

SECTION – A

I. ANSWER ANY FIVE QUESTIONS: (5 X 8 = 40)

1. Point out the difference between Economic Theory and Managerial Economics.
2. Write a note on 'Risk' and 'Uncertainty'.
3. Differentiate between Pure strategy and Mixed strategy.
4. Distinguish between Economic cost and Opportunity cost.
5. Write a note on short run budgeting.
6. Write a note on the Innovative Theory of profit.
7. What are the limitations of Break-even Analysis?

SECTION – B

II. ANSWER ANY THREE QUESTIONS: (3 X 20 = 60)

8. Comment on the role and responsibility of a Managerial Economist in the process of Decision making and Forward planning.
9. Briefly outline the various methods of Demand forecasting.
10. Examine in detail the producers' equilibrium point in a two variable input production process.
11. Explain the various pricing methods.
12. Examine the concept of breakeven analysis using suitable diagrams and an illustration.
