

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

SUBJECT CODE: 11EC/PE/MG14

M.A. DEGREE EXAMINATION NOVEMBER 2014
BRANCH III – ECONOMICS
FIRST SEMESTER

COURSE : ELECTIVE

PAPER : MANAGERIAL ECONOMICS

TIME : 3 HOURS

MAX.MARKS : 100

SECTION – A

I. Answer any FIVE questions in about 300 words each (5X8=40)

1. Explain the concept of risk and uncertainty.
2. Discuss the various methods of forecasting.
3. Briefly explain the various types of cost.
4. What are the objectives of pricing policy?
5. Discuss the full cost pricing method.
6. What are the merits and demerits of percentage sales methods?
7. Discuss accounting and economic profit.

SECTION – B

II. Answer any THREE questions in about 1200 words each (3X20=60)

8. Examine the game theory.
9. Discuss the two variable inputs production function.
10. Explain the various pricing methods.
11. Examine the advertising Budget.
12. Discuss the break even analysis.
