

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2004 – 2005 & thereafter)

SUBJECT CODE: **EC/MO/MG44**

B. A. DEGREE EXAMINATION, APRIL 2009
BRANCH IV - ECONOMICS
FOURTH SEMESTER

COURSE : **MAJOR – OPTIONAL**
PAPER : **MANAGERIAL ECONOMICS**
TIME : **3 HOURS.** MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 50 WORDS: (10 X 3 = 30)

1. Define managerial economics.
2. What is law of demand?
3. Define demand forecasting.
4. What is meant by variable cost?
5. Define production function
6. What are iso-quants?
7. What is penetration pricing?
8. What is dual price?
9. What is profit planning?
10. What is a firm?

SECTION – B

ANSWER ANY FIVE QUESTIONS. EACH ANSWER SHOULD NOT EXCEED 300 WORDS (5 X 6 = 30)

11. Explain the nature of managerial economics.
12. Explain different types of elasticity of demand.
13. Describe the criteria of a good forecasting method.
14. Explain various cost concepts.

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15. Differentiate short run cost and long run cost.
16. Explain the methods for setting the advertising budget.
17. Differentiate gross profit and net profit.

SECTION – C

**ANSWER ANY TWO QUESTIONS. EACH ANSWER SHOULD NOT TO EXCEED
1200 WORDS. (2X20=40)**

18. Explain the various methods of demand forecasting.
19. Explain the Cobb- Douglas Production Function.
20. Critically examine the tools of cost control.
21. Explain the role and significance of Break-Even analysis in business.
