

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 86
(For Candidates admitted during the academic year 2015 – 2016 and thereafter)

SUBJECT CODE: 15EC/PE/EM34

M.A. DEGREE EXAMINATION NOVEMBER 2017
BRANCH III – ECONOMICS
THIRD SEMESTER

COURSE : ELECTIVE
PAPER : ECONOMICS FOR MANAGERS
TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ANY FIVE QUESTIONS (300 WORDS EACH): **(5x8=40)**

1. Distinguish between risk and uncertainty.
2. What are the various types of cost?
3. Bring out the properties Cobb-Douglas production function.
4. What are the general objectives of a pricing policy?
5. Highlight the nature of advertising-sales relationship.
6. Differentiate accounting profit from economic profit.
7. “Firms do not always try to maximize profits” – Elucidate.

SECTION – B

ANSWER ANY THREE QUESTIONS (1200 WORDS EACH): **(3x20=60)**

8. Discuss the pure-strategy games with saddle point.
9. Explain the various methods of demand forecasting.
10. Discuss the pricing practices in the real world.
11. Analyze the common practical methods for setting advertising budget.
12. Examine the managerial uses of break-even analysis.
