STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI-600 086

B.A DEGREE: BRANCH IV-ECONOMICS

MANAGERIAL ECONOMICS

END SEMESTER EXAM- NOVEMBER 2018

CODE: 15EC/UI/MG23

TIME: 3HRS

MAX MARKS:100

SECTION-A

(10X2=20)

Answer any Ten Questions. Answer not to exceed 50 words.

- 1. Define demand.
- 2. Bring out the scope of managerial economics.
- 3. What is meant by profit planning?
- 4. Distinguish between fixed cost and variable cost with suitable examples.
- 5. What is peak load pricing?
- 6. Define a break- even point.
- 7. List out the criteria for a good forecasting.
- 8. Distinguish between cost control and cost reduction.
- 9. What is a dual problem?
- 10. What is meant by cost of capital?
- 11. What is NPV? How is it measured?
- 12. What is a zero sum game?

SECTION - B

(5X8=40)

Answer any Five Questions. Answer not to exceed 400 words.

- 13. Explain the demand distinctions.
- 14. Describe the cost output relationship in the short run.
- 15. Examine the relationship between AFC, AVC and AC.
- 16. Elucidate the objectives of pricing.
- 17. Distinguish between constrained profit maximization and constrained cost minimization.
- 18. Write a short note on capital rationing.
- 19. Examine the role of a manager.
- 20. Discuss the application of linear programming in managerial economics.

(2X20=40)SECTION-C

Answer any Two Questions. Answer not to exceed 1000 words.

- 21. What is demand forecasting? Explain the various techniques of demand forecasting.
- 22. Discuss the pricing strategy adopted by the manager over the life cycle of a product with suitable examples.
- 23. Explain the structuring of the dual problem. How is the dual problem solved?
- 24. What is investment evaluation? Discuss the different methods of project appraisal.

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