

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 2018
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. Discuss the measures taken up by the managers to overcome these.
2. Explain demand distinctions.
3. Discuss the applicability of the law of variable proportion.
4. Explain the different types of costs used in managerial economics.
5. How does a price leader set the price of a product?
6. Bring out the importance of advertising budgeting and state its impact on sales.
7. Explain the technological and innovation theories of profit.

SECTION – B

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

8. Explain in detail the different approaches to managerial decision making.
9. What is breakeven point? Discuss the managerial uses of the breakeven analysis.
10. Examine the different types of pricing methods adopted by a firm with suitable examples.
11. Bring out the difference between short run and long run budgeting. Explain the different methods of short run budgeting.
12. What is demand forecasting? Explain the different technique of demand forecasting.
