

B.A. DEGREE EXAMINATION, NOVEMBER 2018
III Year V Semester
Core Major- Paper XI
MANAGERIAL ECONOMICS

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Define Managerial Economics.
2. Define Demand Forecasting.
3. Differentiate Accounting Cost and Economic Cost.
4. Define Production Function.
5. What is meant by Differential Pricing.
6. Differentiate Gross Profit and Net Profit.
7. Define Cost of Capital.
8. What is meant by Working Capital?
9. Define Zero Sum game.
10. What is meant by Saddle point?
11. What do you mean by Economic Profit?
12. Define Marginal Cost.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Explain the types of Demand forecasting.
14. What are the advantages of Cost Control?
15. Explain the objectives of Pricing Policy
16. Explain the different steps involved in Capital budgeting.
17. Explain the importance of Game theory.
18. Write a short note on Production Function.
19. What are the steps involved in Profit Planning?

Section C ($3 \times 10 = 30$) Marks

Answer any **THREE** questions

20. Explain the role and responsibilities of a Managerial Economist.
21. Explain the various types of Cost.
22. Explain the methods of Pricing a new Product
23. Discuss the different methods of Selection of Projects.
24. Explain different methods of measurement of Profit.

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