

B.A. DEGREE EXAMINATION, APRIL 2019
III Year V Semester
Managerial Economics

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. What is meant by decision making?
2. Define demand forecasting.
3. Define production function.
4. What is opportunity cost?
5. What is Break even point?
6. What is mark up pricing?
7. What is capital budgeting?
8. What is meant by profit planning?
9. What is saddle point?
10. Write a note on Maxi Min strategy.
11. What is marginal cost?
12. What is cost of capital?

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

Answer any **FIVE** questions

13. Explain the role and responsibilities of managerial economist.
14. What are the techniques of cost of capital?
15. How is pricing done for a new product?
16. Explain the relationship between average cost and marginal cost.
17. How is equilibrium attained under the game theory?
18. Explain the various steps involved in capital budgeting.
19. Examine the various methods of measuring profit.

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

Answer any **THREE** questions

20. Explain the nature and scope of managerial economics.
21. Explain the various long run cost concepts.
22. Examine the various pricing methods.
23. Explain the various methods appraising project profitability.
24. Explain the various steps involved in the process capital budgeting.

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