

B.A. DEGREE EXAMINATION, NOVEMBER 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 Managerial Economics?
2. Define Demand Forecasting.
3. Define production function.
4. Differentiate between AC and MC.
5. What is a skimming price?
6. Define Dual Pricing.
7. What is Capital budgeting?
8. List out the methods of project profitability.
9. What is saddle point?
10. Define - Minimax strategies.
11. Distinguish fixed and variable cost.
12. Define capital?

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

Answer any **FIVE** questions

13. What is the scope of managerial Economics?
14. Differentiate variable proportion and returns to scale.
15. Write the limitations of BEP.
16. List the properties of Cobb - Douglas production function.
17. Write the merits and demerits of pay back period method.
18. What are the assumptions of the Game Theory?
19. Explain the problem of risk and uncertainty in investment project.

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

Answer any **THREE** questions

20. Explain the social responsibility of a managerial economist.
21. Explain the methods of forecasting demand for a product.
22. Explain the price output determination under price discrimination.
23. Explain the types of Cost of Capital.
24. Describe the basic concepts of game theory.

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