B.A. DEGREE EXAMINATION,APRIL 2020
III Year V Semester
Managerial Economics

Time : 3 Hours   **Max.marks :75**

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

Answer any TEN questions

1. Define managerial economics.
2. State the methods of forecasting demand for new product.
3. What is cost reduction?
4. Write a short note on "profit policies".
5. State the advantages of break even analysis.
6. What is capital budgeting.
7. State any two reasons for the need for capital budgeting?
8. Mention the methods of appraising project probability.
9. What is saddle point?
10. What is mean by good forecasting?
11. What is profit maximization?
12. Write a short note on "const of Equity capital".

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

Answer any FIVE questions

13. Bring out the chief characteristics of managerial Economics.
14. Explain the features of a good fore casting.
15. Distinguish between accounting profit and economic profit.
16. Explain the problems of capital budgeting.
17. What are the important production functions?
18. State the different concepts of game theory.
19. Write a note on profit planning.

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

Answer any **THREE** questions

20. List out and discuss the role of managerial economics in business decide on making.

21. Discuss the various assumptions of production function.

22. Bring out and discuss the importance of capital budgeting.

23. Enumerate the uses of Break even analysis.

24. Assess the utility of game theory in business and also explain maintain and minimax strategies.

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