

M.Com(A&F) DEGREE EXAMINATION, APRIL 2020
I Year I Semester
Managerial Economics

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. What is optimum firm?
2. Define Uncertainly.
3. What is meant by Demand forecasting?
4. What are capital goods?
5. Write a short note on profitability analysis.
6. What is meant by monopoly power?
7. Define Skimming price.
8. Mention the three types of Discriminating Monopoly.
9. What is Market Strategy?
10. Distinguish between short run demand and long run demand.
11. What is profit maximizing rule?
12. Mention the Three types of Discriminating Monopoly.

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

Answer any **FIVE** questions

13. Explain the scope of Managerial Economics?
14. What are the Long term run objective of demand?
15. Explain the usefulness of Break – even analysis to management of the firm?
16. Discuss about Advertising rate model.
17. What are the policy against MRTPs?
18. Mention the capacity utilization input and output analysis.
19. Discuss the various objectives of pricing.

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. Briefly explain the various methods of demand forecasting
21. Distinguish between cost analysis and Break even analysis.
22. Explain the importance of product policy?
23. Enumerate cost oriented and competition oriented methods of pricing.

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