

M.Com. (A&F) DEGREE EXAMINATION, EVEN SEMESTER 2021
I Year I Semester
Managerial Economics

Max.marks :25

Answer any **FIVE** questions ($5 \times 5 = 25$) Marks

1. Explain the managerial decision making under risk and uncertainty.
2. What methods are available for forecasting the demand for new products?
3. Differentiate between Short run cost and Long run cost.
4. Write a short note on 'Advertisement Budgeting'.
5. What is Price discrimination? Mention its types.
6. Explain the concept 'Equilibrium of the firm'.
7. Discuss the Pricing under Oligopoly with an example.