

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.

B.A. END SEMESTER EXAMINATION APRIL/NOV - 2021

SEMESTER - V

08UECCT5011 & UEC/CT/5011 - Managerial Economics

Total Duration : 3 Hrs	Total Marks : 75
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Define Managerial Economics.
2. Mention the Scope of Managerial Economics.
3. What is Production Function?
4. Write a note on - "Cost Control".
5. Explain - Profit Planning.
6. What do you mean by Capital Budgeting?
7. What is Zero Sum?
8. Write a Short note on - 'Saddle Point'.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Explain the role and responsibilities of Managerial Economists.
10. Explain the Cost-Output relationship.
11. Explain the Break Even Point with an illustration.
12. Explain the various Methods of Demand forecasting.
13. Explain the various methods of Appraising Project Profitability.