

**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 EXAMINATIONS NOVEMBER - 2022

SEMESTER - V

20UECCT5011 - Managerial Economics

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

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

1. Explain the nature of managerial economics.
2. Discuss the methods of pricing.
3. Classify the methods of capital budgeting.
4. Explain the concepts of game theory.
5. Estimate the cost-output relationship.
6. Classify the new product pricing.
7. What is meant by project profitability?
8. Ascertain the Maximin - Minimax Strategies.

Section B

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

9. Explain the demand forecasting.
10. Classify cost control and cost reduction.
11. What are the uses of break even point analysis in Economics?
12. Classify the methods of appraising project profitability.
13. Determine the Saddle point.
