

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. (Eco) END SEMESTER EXAMINATIONS NOVEMBER - 2023

SEMESTER - V

20UECCT5011 - Managerial Economics

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section B

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

1. Briefly discuss the nature and scope of Managerial Economics.
2. What is meant by demand forecasting?
3. Show the cost and output relationship.
4. Explain how Pricing for a new product is fixed.
5. Sketch the Project Management techniques.
6. What do you mean by Cost of capital?
7. State and explain Game Theory.
8. Write short notes on saddle-point.

Section C

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

9. Write a brief note on demand forecasting.
10. Explain the production function.
11. Illustrate Break Even Analysis with assumptions.
12. Describe the methods of appraising project profitability.
13. Explain the basic concepts of Game Theory.
