

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.Economics - END SEMESTER EXAMINATIONS APRIL - 2024

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. Why Demand Forecasting is important for Business?
2. Explain Pricing methods.
3. Interpret the importance of working Capital Management.
4. Describe basic concepts of Game Theory.
5. Classify the types of Costs.
6. Illustrate Profit and Profit-Management.
7. List out the techniques of Capital Budgeting.
8. Explain Maximin – Minimax strategies.

Section C

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

9. Describe the Nature and Scope of Managerial Economics.
10. Examine Cobb Douglas Production Function.
11. Diagnose Break Even Point with diagram.
12. Asses the various methods of appraising Project Profitability.
13. Organize Game Theory.
