

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 - NOV'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. Briefly explain the nature and scope of managerial Economics.
2. Examine the role and responsibilities of a managerial economist.
3. Describe the different types of costs.
4. Interpret the cost control methods.
5. What are the factors considered at the time of fixing price for a new product?
6. Determine the concept of price regulation and profit management.
7. Give an outline of capital budgeting and its features.
8. Differentiate the zero sum and non-zero sum theory.

### **Section C**

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

9. Explain the different types of demand forecasting methods.
10. Discuss the concept of production function with a diagram.
11. Analyse the concept of Break Even Point with a suitable diagram.
12. Mention in detail the various methods of appraising project profitability.
13. Draw the outline of basic concepts of game theory.

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