

NOVEMBER 2019

65182/KDA1G

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions each in 50 words.

1. Define managerial economics.
2. What is risk?
3. What do you mean by demand forecasting?
4. What is consumer goods?
5. Define price elasticity of demand.
6. Write note on short run cost.
7. What is production function?
8. What is 'fixed cost'?
9. What do you mean by monopolistic competition?
10. Define 'perfect competition'.
11. What is an Oligopoly?
12. What is full-cost pricing?

I M. Com . Managerial Economics

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions in 200 words each.

13. Explain the relationship of managerial economics with other discipline.
14. Explain the significance of managerial economics.
15. What are the different types of goods?
16. Describe about breakeven analysis.
17. State the objectives of pricing.
18. What are the features of monopoly market?
19. Describe about differential pricing.
23. What is perfect competition? Explain its characteristic.
24. Explain various types of pricing.
25. Briefly explain various types of elasticity of demand.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions in 500 words each.

20. Explain various approaches to managerial decision making.
21. What are the factors determining demand forecasting?
22. Describe production function with example.