

NOVEMBER 2017

65182/KDA1G

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions.

1. Define Economics.
2. What do you mean by Break-Even Point?
3. What is short-run demand?
4. Define - 'The law of variable proportion'.
5. What do you understand by Selling cost?
6. What is meant by consumer surplus?
7. Define the term 'Trade Discrimination'.
8. What do you understand by Production?
9. What is meant by Monopoly power?
10. Mention the three types of Discriminating Monopoly.

I M.com - Managerial Economics

11. Define Skimming Price.

12. What are Complementary Goods?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Explain the scope of Managerial Economics.

14. What are the long-term objectives of demand forecasting?

15. State the exceptions to the law of diminishing marginal utility.

16. Explain the usefulness of Break-Even Analysis to the management of the firm.

17. Define Production Function. Explain its importance.

18. Analyze the features of Perfect Competition.

19. Elaborate the external economies of scale.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. What are the various types of decisions in the firm? Explain.

21. Elaborate Demand Distinctions.

22. Discuss about the concept of Revenue.

23. What is Monopoly? Explain the basic causes for Monopoly.

24. Briefly explain the factors influencing pricing policy.

25. Explain the various pricing methods.