

**NOVEMBER 2021**

**65182/KDA1G**

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Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions, each in 50 words.

1. What do you mean by Managerial Economics?
2. Define — Oligopoly.
3. What is Non-durable Goods?
4. Write a short note on Demand forecasting.
5. What is Opportunity Cost?
6. What do you mean by Incremental Cost?
7. How will you calculate Break even Analysis?
8. Define —Price Discrimination.
9. What is Unfair Competition?
10. What is Capital Investment Analysis?
11. Define — Personal selling.
12. Write a short note on Dual Pricing.

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions, each in 200 words.

13. State and discuss the chief characteristics of managerial economics.
14. What are the roles of managerial economist?
15. What is Market? Explain about kinds of market.
16. List out the factors affecting pricing.
17. State the various conditions for price discriminations.
18. Explain the benefits of Break Even Analysis.
19. Write a detailed note on “Product Discrimination”.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions, each in 500 words.

20. Bring out the responsibility of managerial economist.
21. What are the factors involved in demand forecasting?
22. State the difference between monopoly and perfect competition.

23. Explain the advantages and disadvantages of monopoly.
  24. When price discrimination is Possible? Explain.
  25. List out and discuss the objectives of break-even analysis.
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