

NOVEMBER 2022

66408/KD21D/
KF41B

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions

1. Define – Decision Making.
2. Write a short note on Demand Analysis and Forecasting.
3. What is Marginal Revenue?
4. Define - Price Discrimination.
5. What is Actual Cost?
6. What do you mean by Direct Costing?
7. Write a short note on “Isoquants”.
8. Define – Advertisement.
9. Define the term trade cycle.
10. Point out the main features of Oligopoly.
11. What is Cross Elasticity of demand?
12. What is Delphi method of demand forecasting?

I M Com → Managerial Economics

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions

13. How does managerial economics differ from economics?
14. Explain the basic principles of managerial economics.
15. What is Price Elasticity of Demand?
16. List out the factors considered while capital investment analysis.
17. What is General Equilibrium?
18. What are the main features of monopoly?
19. Write a short note on
 - (a) UTP
 - (b) RTP
22. List out the important cost determinants.
23. Define — Break Even Analysis. State its assumptions.
24. Write a detailed note on Advertising Rate Model.
25. Discuss about General Consideration which must be kept in view while formulating the price policy.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. What are the scope of managerial economics?
21. Explain the chief characteristics of the law of demand.