

(Pages : 3)

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Reg. No. : .....

Name : .....

First Semester M.A. Degree Examination, May 2022

Business Economics

BE 212 : MANAGERIAL ECONOMICS I

(2010 - 2015 Admissions)

Time : 3 Hours

Max. Marks : 75

PART – A

I. Answer **all** questions in one or two sentences. Each question carries one mark.

1. Experience curve
2. Moving Average
3. Elasticity of demand
4. Opportunity costs
5. Margin of safety
6. Regression
7. Profit Volume Ratio
8. Derived demand
9. Lancaster's Attributes
10. Externalities

(10 × 1 = 10 Marks)

P.T.O.



## PART – B

- II. Answer **any seven** of the following. Each answer should not **exceed 500** words. Each question carries **5** marks.
11. Distinguish between Economies and Diseconomies of Scale.
  12. Explain X-inefficiency
  13. Briefly explain various determinants of demand.
  14. Point out the main components of time series analysis.
  15. Write a short essay on limitations of break even analysis.
  16. Give a note on Exponential Smoothing.
  17. Explain various costs concepts for business decision making.
  18. What do you mean by Output budgeting?
  19. Briefly explain Empirical Demand function and how it can be estimated.
  20. Analyze Lancaster's theory of demand.

(7 × 5 = 35 Marks)

## PART – C

- III. Answer **any two** of the following. Each not exceeding **1200** words. Each question carries **10** marks.
21. Write an essay on Linear Programming.
  22. Briefly explain Break even approach and its uses.
  23. Write an essay on the various objectives of managerial economics.
  24. Write an essay on Law of Diminishing Returns.

(2 × 10 = 20 Marks)



**PART – D**

- IV. Answer **any one** of the following. Each not exceeding **1200** words. Each question carries **10** marks.
25. Define Demand forecasting and **explain** its different techniques.
26. Briefly explain the Porter's five forces model.

(1 × 10 = 10 Marks)

