

Reg. No. :

Name :

Second Semester M.A. Degree Examination, July 2019**Branch: Business Economics****BE 221 : MANAGERIAL ECONOMICS****(2016 Admission onwards)**

Time : 3 Hours

Max. Marks : 75

SECTION – AAnswer **all** questions in one or two sentences. Each question carries **1** mark.

1. Managerial economics
2. Discounting
3. Experience curve
4. Demand forecasting
5. Cost functions
6. Economies of scale
7. Break even analysis
8. X - inefficiency
9. Asymmetric information
10. Risk return indifference curve

(10 × 1 = 10 Marks)

Answer any **seven** questions, each not exceeding 500 words. Each question carries **5** marks.

11. State the relationship between AR, MR and elasticity of demand.
12. Explain Porter's five force model.
13. Discuss the applications of break even analysis in business decision making.
14. Discuss Baumol's sales revenue maximisation model.
15. Explain the pricing strategies in different stages of Life Cycle of a product.
16. Explain the problem of adverse selection.
17. Explain consumers surplus and producer's surplus.
18. Explain certainty equivalent approach.
19. Explain the various determinants of elasticity of demand.
20. Explain the pricing of services.

(7 × 5 = 35 Marks)

SECTION – C

Answer any **three** questions, each not exceeding 1200 words. Each question carries **10** marks.

21. Discuss the nature and scope of managerial economics.
22. Explain the various methods for demand forecasting.
23. Critically examine the behavioural model of Cyert and March.
24. Explain the various strategies adopted in the pricing of new products.
25. Illustrate the decision tree method for risk evaluation.

(3 × 10 = 30 Marks)

