

QP CODE: 19101578



Reg No :
Name :

BA DEGREE (CBCS) EXAMINATION , MAY 2019
Fourth Semester
B.A Corporate Economics Model III
Core Course - EC4CRT09 - MANAGERIAL ECONOMICS - II
2017 ADMISSION ONWARDS
BD83FF26

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. What is full cost pricing?
2. What is customary pricing?
3. Define 'penetration price' strategy?
4. What is life cycle of a product?
5. What is meant by price floor?
6. Precisely define the term "profit"?
7. Define "capital budgeting"?
8. Name the various methods for appraising project profitability?
9. What are the merits of internal rate of return method of project appraisal?
10. Name the various elements of decision theory?
11. What is mixed strategy?
12. What is a repeated game?

(10×2=20)

Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Explain going rate pricing?
14. Explain differential pricing?
15. What are the two forms of resale price maintenance?
16. Write note on insurable risk and non-insurable risk?
17. Compare the payback period method and accounting rate of return method of project appraisal?





18. Explain the different attitudes towards risk?
19. Explain the nature of cost decision in managerial decision making?
20. Write note on wald's maximin decision criterion?
21. Write a note on minimax and maximin strategies in game?

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Explain the specific pricing methods undertaken by businessmen?
23. What is profit? Compare accounting profit and economic profit?
24. What is capital budgeting? Explain the importance, nature, forms and process of capital budgeting?
25. In prisoner's dilemma, oligopolists cannot reach the best outcome. Explain?

(2×15=30)

