



20101037

QP CODE: 20101037

Reg No :

Name :

BA DEGREE (CBCS) EXAMINATION , MARCH 2020

Fourth Semester

B.A Corporate Economics Model III

Core Course - EC4CRT09 - MANAGERIAL ECONOMICS - II

2017 ADMISSION ONWARDS

2B58189A

Time: 3 Hours

Marks: 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What are the advantages of going rate pricing method?
2. What is customary pricing?
3. What is differential pricing?
4. What is individual resale price maintenance?
5. What is meant by price ceiling?
6. Precisely define the term "profit"?
7. Define "capital budgeting"?
8. Name the various methods for appraising project profitability?
9. Mention the various non discounting techniques of project appraisal?
10. Define uncertainty?
11. What is a repeated game?
12. Define a saddle point in game theory.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. State how the prices of joint products are determined? Use diagram.
14. Explain the concept of penetration price strategy?





15. What are the different symptoms which shows that a product has reached its maturity stage?
16. Explain the rent theory of profit?
17. Give the different approaches of capital budgeting?
18. Explain the various elements of decision theory.
19. Explain the nature of inventory decision in managerial decision making?
20. Explain the decision criteria under 'pay-off matrix' method?
21. Explain the concept of prisoner's dilemma?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the various pricing methods employed by businessmen?
23. What is profit? Compare accounting profit and economic profit?
24. Compare internal rate of return and net present value method of project appraisal?
25. Define the concept of game theory. What are its significance and limitations.

(2×15=30)

