QP CODE: 24027794

24027794

Reg No : .....

Name : .....

B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS, OCTOBER 2024

Third Semester

B.A Corporate Economics Model III

Core Course - EC3CRT07 - MANAGERIAL ECONOMICS - I

2017 Admission Onwards

5D679387

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is the significance of managerial economics?
2. What do managerial economists advise?
3. Examine the relationship between advertisement and demand.
4. What is the law of demand?
5. How can firms estimate future sales?
6. Mention the uses of demand forecasting.
7. What are the methods of demand estimation for new products?
8. State the formula of Cobb-Douglas production function.
9. Define iso-cost line.
10. Examine the relationship between fixed costs and variable costs in the short run.
11. What is contribution ratio?
12. What is the significance of linear programming?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. What are the steps in managerial decision making?

14. What is the relevance of the incremental principle?

15. Comment on the determinants of demand.

16. Examine the importance of price elasticity.

17. Define least square method of demand forecasting. Explain the formula for finding the projection for the future period.

18. Examine the difference between production and production function.

19. Comment on the three stages of short run production function.

20. Explain the stages of the law of returns to scale.

21. How do you find the values of break even point?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Examine the various types of price elasticity of demand.Examine the concepts of price, income and cross elasticity of demand.

23. How do you estimate the demand for new products?

24. Distinguish between cost control and cost reduction. Examine the significance of cost control in firms during period of recession.

25. Examine the break even analysis in business decisions.

(2×15=30)