



21100683

QP CODE: 21100683

Reg No :

Name :

B.A DEGREE (CBCS) EXAMINATION, MARCH 2021

Third Semester

B.A Corporate Economics Model III

Core Course - EC3CRT07 - MANAGERIAL ECONOMICS - I

2017 Admission Onwards

34DC3E9D

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. How does Microeconomics help in business decision making?
3. What is meant by shifts in demand?
4. Distinguish between extension of demand and increase of demand
5. Define demand forecasting
6. Mention the uses of demand forecasting.
7. What are the methods of demand estimation for new products?
8. What is the importance of the first stage of short run production function?
9. Explain the meaning of tangency in producer equilibrium.
10. What is the relevance of the second stage of of the long run production function?
11. What is the usefulness of break even analysis?
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. Analyse the process involved in the managerial decision making process
15. Distinguish between extension and increase in demand.
16. Examine the significance of advertising elasticity of demand.
17. What is meant by trend projection?
18. Distinguish between normal profit and abnormal profit for a firm.
19. What is the contribution of Cobb and Douglas in production analysis?
20. Explain accounting cost and economic costs.
21. What are the areas of cost control?

(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. Assess the importance of break even analysis in business decisions.

(2×15=30)

