



21101037

QP CODE: 21101037

Reg No :

Name :

BA DEGREE (CBCS) EXAMINATION , MARCH 2021

Fourth Semester

B.A Corporate Economics Model III

Core Course - EC4CRT09 - MANAGERIAL ECONOMICS - II

2017 ADMISSION ONWARDS

DE2A93CB

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. What is the principle behind going rate pricing?
2. What is customary pricing?
3. What are the various goals for producer when he adopts differential pricing method?
4. What is mark down policy in pricing?
5. What is 'dual pricing'?
6. Precisely define the term "profit".
7. What is the importance of capital budgeting?
8. What is capital rationing?
9. What is accounting rate of return method of project appraisal?
10. Draw a decision making model.
11. Define strategy.
12. Define nash equilibrium.

(10×2=20)

Part B

*Answer any **six** questions.*

Each question carries 5 marks.





13. Explain full cost pricing. What are its advantages and disadvantages?
14. What are the various problems a businessman should consider while pricing a new product?
15. Explain the concept of product line pricing.
16. Compare accounting profit and economic profit.
17. Explain the net present value method. What are its merits and demerits?
18. Explain the types of risk.
19. Explain the nature of personal decision taken up by personnel management.
20. Write note on Wald's maximin decision criterion.
21. Explain the concept of minimax strategy in game theory with an example.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the specific pricing methods undertaken by businessmen.
23. Compare the wage theory and rent theory of profit.
24. Explain the various methods for appraising project profitability.
25. In prisoner's dilemma, oligopolists cannot reach the best outcome. Explain.

(2×15=30)

