



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A.DEGREE EXAMINATION –ECONOMICS

FOURTH SEMESTER – APRIL 2019

17/16UEC4ES02– MANAGERIAL ECONOMICS

Date: 08-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer any FIVE questions in about 75 words each

(5 x 4 = 20 Marks)

1. Define managerial economics.
2. What is demand forecasting?
3. Write a short note on replacement and new demand.
4. What is cost of capital?
5. What is capital budgeting?
6. What is shut down cost?
7. Give the meaning of differential pricing.

PART – B

Answer any FOUR questions in about 300 words each

(4 x 10 = 40Marks)

8. Explain the relationship of managerial economics to economic theory and business decisions.
9. Briefly explain profit maximization with a suitable diagram.
10. What are the objectives of managerial economics?
11. Explain the determinants of demand forecasting.
12. What is full cost pricing? And explain its significance.
13. Explain the need for capital budgeting.
14. What are the objectives of pricing?

PART – C

Answer any TWO questions in about 900 words each

(2 x 20 = 40Marks)

15. Explain the Role of a Managerial Economist in the decision-making Process?
16. Elaborate the various methods of Pricing with suitable examples?
17. Explain the various methods of Demand Forecasting.
18. Discuss the Salient features of Net Present Value Method of Project Evaluation and examine Rationality.
