



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A.DEGREE EXAMINATION –ECONOMICS

FIFTH SEMESTER – APRIL 2019

EC 5402– MANAGERIAL ECONOMICS

Date: 24-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer any FIVE questions in about 75 words each.

(5x 4 = 20marks)

1. Define Managerial economics.
2. Outline the nature of managerial economics.
3. What is meant by payback period?
4. Write a brief note on Demand forecasting.
5. What is meant by margin of safety?
6. Write a brief note on Price elasticity of demand.
7. List out the specific cost of capital.

PART-B

Answer any FOUR questions in about 250 words each.

(4x 10 = 40marks)

8. Explain the chief characteristics of Managerial economics.
9. Briefly explain the scope of managerial economics.
10. Examine the determinants of demand forecasting for consumer goods.
11. Write a brief note on internal and external sources of capital fund.
12. Explain the various pricing strategies adopted by the firm.
13. Briefly explain the modern techniques of capital budgeting.
14. Examine the objectives and factors governing pricing.

PART-C

Answer any TWO questions in about 900 words each. (2x 20 = 40marks)

15. “Among the multiplicity of objectives that a modern firm has profit maximization continues to be the most important”. Comment
16. Discuss the various techniques of demand forecasting.
17. Describe the behaviour of various cost and revenue curves.
18. Explain the various techniques of price formulation in actual business situation.
