



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – ECONOMICS

FOURTH SEMESTER – APRIL 2022

16/17/18UEC4ES02 – MANAGERIAL ECONOMICS

Date: 23-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Q. No Answer any FIVE questions in about 75 words each.

(5 x 4 = 20 Marks)

- 1 List out various alternative objectives of a firm.
- 2 What is meant by demand forecasting? State the uses of demand forecasting.
- 3 Bring out the methods of demand forecasting.
- 4 Illustrate break-even point with a diagram.
- 5 Differentiate loss and sunk cost.
- 6 State the methods of pricing.
7. What is meant by Capital Budgeting?

PART – B

Answer any FOUR questions in about 250 words each.

(4x 10 = 40 Marks)

- 8 Baring out the significance of Managerial Economics.
- 9 Given the sale data of ABC company, estimate the trend and forecast the expected sales for the company up to the year 2025.

Year	Sales (in 1000s)
2017	100
2018	150
2019	250
2020	450
2021	700
2022	1000

- 10 Bring out the steps involved in decision making.

