

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – ECONOMICS

FIFTH SEMESTER – NOVEMBER 2007

EC 5402 - MANAGERIAL ECONOMICS

AN 11

Date : 03/11/2007
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer any five questions in about 75 words each (5X4=20 Marks)

1. Distinguish between skimming and penetration pricing.
2. Define demand forecasting.
3. What is meant by capital budgeting?
4. Define managerial economics.
5. Explain the meaning of cost of capital.
6. list out the internal and external factors of business decision.
7. What is factor load pricing?

PART-B

Answer any four questions in about 250 words (4x10=40 Marks)

8. Explain the cost control and cost reduction techniques.
9. Bring out the scope of managerial economics.
10. Explain the methods of pricing a new product.
11. Bring out the objectives of capital budgeting
12. Explain the philosophy of product line pricing.
13. What are the decision-making processes of the business firm? Explain
14. What are the determinants of demand forecasting?

PART-C

Answer any two questions in about 900 words (2x20=40 Marks)

15. Describe the various methods of demand forecasting.
16. Critically examine the Break-even point analysis.
17. Diagrammatically explain the pricing over the life cycle of a product.
18. Elucidate the various cost concepts analysis with diagram.

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