# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI - 600 034

#### **U.G.** DEGREE EXAMINATION – **ELECTIVE**

## FOURTH SEMESTER - APRIL 2023

# UEC 4601 / 16 17 18UEC4ES02 - MANAGERIAL ECONOMICS

Date: 06-05-2023	Dept. No.	Max.: 100 Marks
Time: 09:00 AM - 12:00 NOON		

#### Part - A

### Answer any FIVE questions in about 75 words each.

 $(5 \times 4 = 20 \text{ marks})$ 

- 1. Define Managerial Economics
- 2. Write a short note on Delphi technique
- 3. What is meant by opportunity cost?
- 4. What is skimming pricing?
- 5. What is Net Present Value?
- 6. List out the criteria for the choice of good forecasting method.
- 7. Write a short note on Internal Rate of Return.

#### Part - B

# Answer any FOUR questions in about 250 words each.

 $(4 \times 10 = 40 \text{ marks})$ 

- 8. Bring out the significance of managerial economics
- 9. Explain the various methods of demand forecasting.
- 10. What is meant by economies of scale? Analyse the internal and external economies of scale.
- 11. Explain the marginal cost pricing technique with suitable diagram.
- 12. Enumerate the role of cost in pricing.
- 13. Examine the determinants of demand forecasting.
- 14. "Managers prefer sales maximization than profit maximization" Discuss

#### Part - C

# Answer any TWO questions in about 900 words each.

 $(2 \times 20 = 40 \text{ marks})$ 

- 15. Elucidate the alternative objectives of the firms.
- 16. Discuss in detail the Break-even analysis and its significance.
- 17. Critically examine the full cost pricing method.
- 18. Elaborate the various methods of capital budgeting.

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