



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – ECONOMICS

FIFTH SEMESTER – APRIL 2018

EC 5402- MANAGERIAL ECONOMICS

Date: 08-05-2018
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. Write a short note on elasticity of demand.
3. What is meant by opportunity cost?
4. What is meant by going rate pricing?
5. Distinguish between administrative price and peak load price.
6. Write a short note on cost of capital.
7. What is shut down cost?

Part – B

Answer any FOUR questions in about 250 words each. (4 x 10 = 40 marks)

8. Analyze the significance of managerial economics.
9. Briefly explain the alternative objectives of a firm.
10. Explain the determinants of demand forecasting.
11. Bring out the objectives of pricing
12. Briefly explain the capital expenditure decision making process.
13. Explain profit maximization with suitable diagram.
14. Describe the various methods of pricing a new product.

Part – C

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

15. Discuss in detail the various methods of demand forecasting with their merits and demerits.
16. Critically examine the Break-Even analysis.
17. Elaborate the full cost pricing method and its limitations.
18. Elucidate the capital budgeting technics.
