LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034	
U.G. DEGREE EXAMINATION – ALLIED OPTIONAL	
FOURTH SEMESTER – APRIL 2022	
16/17/18UEC4AL01 – ECONOMICS FOR MANAGERIAL DECISIONS	
Date: 27-06-2022 Dept. No. Time: 09:00 AM - 12:00 NOON	Max. : 100 Marks
PART-A	
Answer any FIVE questions in about 75 words each.	(5x 4 = 20 Marks)
1. Define Managerial Economics.	
2. Recall the determinants of demand for consumer goods.	
3. What is Opportunity cost?	
4. Write a brief note on production function.	
5. What is meant by Skimming pricing?	
6. Point out the limitations of Break-even analysis.	
7. Write a brief note on Cost of capital.	
PART-B	
Answer any FOUR questions in about 250 words each.	(4x 10 = 40 Marks)
8. Point out the significance and chief characteristics of managerial economics.	
9. Differentiate between long term and short term forecasting.	
10. State and explain the various cost and revenue concepts.	
11. Explain the law of variable proportion.	
12. Explain the significance of 'Break Even Analysis'	
13. Discuss the major factors involved in pricing policy.	
14. Explain the causes for capital budgeting decisions.	
PART-C	
Answer any TWO questions in about 900 words each.	(2x 20 =40 Marks)
15. "Among the multiplicity of objectives that a modern firm has profit maximization	· · · · · · · · · · · · · · · · · · ·
most important "Comment	
16. Describe the various methods of demand forecasting.	
17. Elaborate the various pricing techniques.	
18. Discuss the major investment appraisal criteria.	
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