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J – 4070

Reg. No. : .....

Name : .....

**Second Semester M.A. Degree Examination, May 2020**

**Branch : Business Economics**

**BE 221 : MANAGERIAL ECONOMICS**

**(2016 Admission Onwards)**

Time : 3 Hours

Max. Marks : 75

SECTION A

Answer **all** questions in **1** or **2** sentences. Each question carries **1** mark.

1. Opportunity cost
2. Externalities
3. Price elasticity of demand
4. Consumer Surplus
5. Experience curve
6. X-inefficiency
7. Break Even Point
8. Mark-up pricing
9. Risk and uncertainty
10. Moral Hazard

**(10 × 1 = 10 Marks)**

P.T.O.



## SECTION B

Answer any **seven** questions, each not exceeding **500** words. Each question carries **5** marks.

11. Explain Porter's Five Forces Model.
12. What are the determinates of price elasticity of demand.
13. What is Producer surplus?
14. Examine various types of economies and diseconomies of scale.
15. Examine how break-even analysis is used in business decision making.
16. Explain Marries model.
17. Explain peak load pricing.
18. What are the approaches to the pricing of new products?
19. What is a decision tree?
20. Explain Certainty Equivalent Approach.

**(7 × 5 = 35 Marks)**

## SECTION C

Answer any **three** questions, each not exceeding **1,200** words. Each question carries **10** marks.

21. Examine the scope of managerial economics in business decision making.
22. What is demand forecasting? What are the techniques of demand forecasting?
23. Critically examine the Cyert and March model.
24. Examine the various pricing strategies followed by firms.
25. Critically evaluate the role of risk return indifference curve in economic decision making.

**(3 × 10 = 30 Marks)**

