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D.K.M.COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1

**SEMESTER EXAMINATIONS**

**NOVEMBER - 2016 15CPCO1E**

**MANAGERIAL ECONOMICS**

Time : 3 Hrs Max.Marks : 75

SECTION-A (5x 6 =30)

**Answer ALL the questions.**

1. (a) Explain the nature and scope of Managerial Economics.

(Or)

(b) What are the objectives of business firm?

1. (a) State the exceptions to the demand.

(Or)

(b) Explain the factors which determine the price elasticity of demand.

1. (a) Illustrate the relationship between AC and MC with diagram.

(Or)

(b) Briefly explain the law of variable proportions production function.

1. (a) What are the features of perfect competition?

(Or)

(b) What is price discrimination? Elaborate the different types of price discrimination.

1. (a) What are the objectives of pricing policy?

(Or)

(b) How do you fix a price of a new product?

SECTION-B (3x15 =45)

**Answer any THREE of the following questions.**

1. Write about the role of Managerial Economist in decision making.
2. What is Price Elasticity of demand? Elaborate different types of price elasticity of demand.
3. Discuss the different types of Internal Economies of scale.
4. Explain the kinked demand curve in the theory of oligopoly.
5. Explain the phases of the business cycle.

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