

D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1**SEMESTER EXAMINATIONS****NOVEMBER - 2018****15CABA3A****ALLIED : MANAGERIAL ECONOMICS****Time : 3 Hours****Max. Marks : 75****SECTION – A (10 x 2 = 20)****Answer ALL the questions.**

1. Define Managerial Economics.
2. What is meant by Firm?
3. State any two assumptions of Utility Analysis.
4. Explain Law of Demand.
5. What is Scale of Production?
6. Define least cost.
7. Define Dual pricing.
8. What do you mean by Differential pricing?
9. Define Monopoly.
10. What do you mean by Price discrimination?

SECTION – B (5 x 5 = 25)**Answer any FIVE of the following questions.**

11. Explain the objectives of firm.
12. Why does the demand curve slopes downwards?
13. What are the factors affecting elasticity of Demand?
14. Explain the types of Demand forecasting.
15. Write a brief note on Skimming Price and Penetration Price.
16. What is Empirical Production Function? Explain the optimum combination of inputs with diagrams.
17. What are the features of monopolistic competitions?
18. Explain price discrimination with the help of a diagram.

SECTION – C (3 x 10 = 30)**Answer ALL the questions.**

19. (a) Describe the nature and scope of Managerial Economics.
(Or)
(b) Explain the various market classifications.
20. (a) Discuss the methods of Demand Forecasting.
(Or)
(b) Explain the methods of pricing with suitable examples.
21. (a) Discuss the features of Perfect competition.
(Or)
(b) Explain the various concepts of cost.