

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.A. Economics - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - V

20UECCT5011 - Managerial Economics

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Classify the scope of Managerial economics.
2. Construct the objectives of pricing.
3. Dissect the features of cost of capital.
4. Apply the Zero sum and non-zero sum game theory.
5. Explain the different stages of production function.
6. Assume the strategies for new Product pricing.
7. Develop the characteristics of capital budgeting.
8. Estimate the basic concepts of game theory in different views of economist.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Develop the various Techniques of Demand Forecasting.
10. Examine the different types of cost Analysis.
11. Defend the different kinds of pricing methods.
12. Describe briefly the methods of appraising project profitability.
13. Explain game theory-justify the strategies of game theory.
