

St. Philomena's College (Autonomous), Mysore
PG Department of Studies and Research in Economics
Question Bank(Revised Curriculum 2018 onwards)
Second Year-Forth Semester (2018-20 Batch)
Managerial Economics QP Code:51302

Unit	Sl.No	Questions	Marks
1	1	Difference between managerial economics and economics?	2
1	2	Write any two natures of managerial economics?	2
1	3	What is profit maximization?	2
1	4	Define utility maximization?	2
1	5	What is firm?	2
2	6	What is demand forecasting?	2
2	7	Write any two objectives of demand forecasting?	2
2	8	What is end use method?	2
3	9	What is pricing?	2
3	10	Define break-even point?	2
3	11	Define going rate pricing?	2
3	12	What is cost-plus pricing?	2
3	13	What is marginal cost pricing?	2
4	14	What is cost analysis?	2
5	15	What is K economy?	2
1	16	What is managerial economics?	2
2	17	Write any two methods of demand forecasting?	2
2	18	What is survey method?	2
3	19	Write any two objectives of pricing?	2
4	20	What is capital budgeting?	2
3	21	What is opportunity cost?	2
1	22	What is investment?	2
4	23	Write any two steps of capital budgeting?	2
1	24	Expand NPV?	2
5	25	Give the meaning of K- profit?	2
3	26	Write the formula of break-even quantity.	2
3	27	A company makes a product with a selling price of \$20 per unit and variable costs of \$12 per unit. The fixed costs for the period are \$40,000. What is the required output level to make a target profit of \$10,000?	2
1	28	Define sole proprietorship.	2
1	29	What is joint stock company?	2
2	30	Mention the survey methods.	2
2	31	Define the barometric method.	2
2	32	Define regression.	2

3	33	What is break even sales?	2
3	34	Define penetrating pricing policy.	2
1	35	What are the behavioral theories of firm?	2
3	36	What do you mean by competitive bidding price?	2
4	37	Mention the steps for budget evaluation.	2
4	38	What are the modern techniques for investment appraisal?	2
4	39	Mention the benefits of capital budgeting.	2
5	40	Define K enterprise portfolio analysis.	2
5	41	Mention the application of knowledge infrastructure.	2
5	42	Mention the features of knowledge economy.	2
5	43	Define internet economics.	2
5	44	What is knowledge factors of production?	2
1	45	Disuses the role of managerial economics?	5
1	46	Critically examine the Simon's model?	5
1	47	Distinguish between Managerial economics and economic theory.	5
1	48	Investigate various types of Firm organization.	5
1	49	Briefly explain the nature of managerial economics?	5
1	50	Explain Williamson's model of managerial discretion?	5
1	51	Critically examine the Marries model of managerial of managerial enterprises?	5
2	52	Write a note on demand foresting?	5
2	53	Briefly discuss the nature and scope of demand forecasting.	5
2	54	Explain the qualitative methods of demand forecasting?	5
2	55	Analyse the survey method?	5
2	56	Define demand? What are its determination?	5
2	57	Analyse the statistical method for demand forecasting?	5
3	58	Evaluate the objectives of pricing?	5
3	59	Analyse the advantages and dis-advantages of pricing?	5
3	60	The fixed cost of a firm manufacturing pen is Rs 10,000 per year and the variable cost is 2 per unite and selling pricing is Rs 4 per unite find break-even point?	5
3	61	Briefly discuss the competitive market pricing.	5
3	62	Investigate the cost pulse pricing method?	5
3	63	If the fixed cost of a factory is Rs 10,000 the selling pricing is 4 and the average variable cost 2. Find the break-even quantity?	5
3	64	Evaluate the factors involved in pricing policy?	5
4	65	Explain the importance of capital budgeting?	5
4	66	Evaluate the steps of capital budgeting?	5
4	67	Briefly explain the benefits of cost analyzing?	5

4	68	Examine the method of project evaluation in investment decision?	5
5	69	Explain K- enterprises portfolio analysis?	5
5	70	Explain the determinants of K-Profit.	5
5	71	Briefly discuss the features of knowledge management.	5
5	72	Evaluate the role of internet in knowledge economy.	5
5	73	Explain the components of K- economy?	5
5	74	Writer a note on internet infrastructure?	5
3	75	A company has fixed costs of \$300,000 and produces one product with a selling price of \$72.00 and a variable cost of \$42.00 per unit. The maximum factory capacity is 20,000 units and it anticipates selling 15,000 units. Construct a break-even chart showing the break-even point and the margin of safety at present.	5
3	76	Woodturn Ltd. makes a television table that sells for \$50 per unit. It has variable costs of \$30 per unit and incurs fixed costs of \$100,000 per period. Construct the break-even chart for this operation and determine the sales value that the firm will have to reach if it is to make \$20,000 profit per period.	5
3	77	Bremend Ltd manufactures a computer stand. It has fixed costs of \$500,000 and each stand sells for \$120, with a variable cost of \$70 per unit. The factory has a maximum capacity of 20,000 units and it anticipates selling 15,000 units each period. Construct the break-even chart for the business, showing the break-even point, and the margin of safety. Fully label your diagram.	5
1	78	Critically examine the Boumal's sales revenue maximization model?	10
1	79	Briefly explain the Williamson's utility maximization model?	10
1	80	Critically examine the Behavioral theory of managerial economics?	10
1	81	Discuss on Marri's model of managerial economics?	10
1	82	Explain Cyert and March theory of firm?	10
2	83	Evaluate the determinants of demand forecasting?	10
2	84	Critically examine the nature and scope of managerial economics.	10
2	85	Investigate the survey method of forecasting.	10
3	86	Evaluate the different kinds of pricing policy.	10
3	87	Critically examine the Cost-plus and Marginal cost pricing.	10
3	88	Briefly discuss the competitive market pricing.	10
3	89	Briefly explain the importance break-even analysis?	10
4	90	Critically examine the importance of capital budgeting.	10
4	91	Evaluate the steps involved in capital budgeting?	10
4	92	Briefly discuss the importance of capital budgeting.	10
4	93	Investigate the modern techniques for investment appraisal.	10
5	94	Explain the emerging K- economy in the 21 st century?	10

5	95	Evaluate the determinants of knowledge economy.	10
5	96	Explain the features of knowledge management.	10
5	97	Critically examine the role of infrastructure in knowledge application.	10
5	98	Investigate the role of K enterprise portfolio analysis in K-economy.	10

Question Paper Pattern- Model Question Paper

St. Philomena's College (Autonomous) Mysore
Post Graduate Studies & Research Centre
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Q.P Code: 50042

St. Philomena's College (Autonomous) Mysore

IV Semester M.A.– Final Examination May - 2019

Subject: ECONOMICS

Title: MANAGERIAL ECONOMICS

Time: 3 Hours

Max Marks: 70

PART –A

1. **Answer any FIVE of the following:**

5x2=10

- Define partnership of a firm.
- Name any two objectives of a firm
- Which are the two methods of demand forecasting?
- Name two factors which influence on the pricing of a product.
- What is capital budgeting?
- What are the features of knowledge economy?
- What are the two advantages of demand forecasting?
- Where does break-even occur?

PART –B

Answer any SIX of the following:

6x5=30

- Explain Herbert Simon's satisfying model.
- Forecast the demand for the eight week using 3 point moving average method.

WEEK	1	2	3	4	5	6	7	8
SALES	39	44	40	45	38	43	39	?

- Explain the two pricing strategies :Skimming and Penetrating pricing
- Explain the components of K-economy.
- If the fixed cost of a factory is ₹.10,000 the selling price is ₹4 and the average variable cost is ₹2 find the break even quantity.
- Explain the cost plus method of pricing.
- Examine the methods of project evaluation in investment decisions.
- Write a note on the internet infrastructure.

PTO

PART -C

Answer any THREE of the following:

3x10=30

10. Explain the Marries model of management enterprises.
11. Forecast the demand for the year 2018 using OLS methods and interpret measure.

year	2012	2013	2014	2015	2016	2017
sales	40	50	44	60	54	62

12. Explain various methods of project evaluation in capital budgeting process.
13. Explain in details the methods of demand forecasting.
14. Explain the emerging K-Economy in the 21st century.
