

TB246147F

Reg. No :

Name :

Integrated M.A . Programme in Social Sciences (C.S.S) EXAMINATION, MARCH 2024

2021 ADMISSIONS REGULAR

SEMESTER VI - CORE COURSE

EC06C25IM20 - Managerial Economics

Time : 3 Hours

Maximum Weight : 30

Part A**I. Answer any Eight questions. Each question carries 1 weight****(8x1=8)**

1. According to Braybrooke and Lindblom, Simon's rational comprehensive model is not adapted to what?
2. What do you mean by accounting and economic profit?
3. What is observational research?
4. What is micromarketing?
5. What are survey techniques?
6. What do you mean by trend projection?
7. Define capital budgeting?
8. Define Accounting Rate of Return.
9. What does the term "two-part tariff" refer to?
10. How would you define risk?

Part B**II. Answer any Six questions. Each question carries 2 weight****(6x2=12)**

11. Elaborate the concept "Bounded Rationality."
12. What is the strategy used in decision making when alternatives are difficult to recognize or the consequences are so complicated as to elude prediction?
13. Write a short note on consumer clinics.
14. Write a short note on consumer surveys.
15. Explain briefly Delphi method.
16. Explain the scope of capital budgeting.
17. What is cost-volume profit analysis? Briefly discuss.
18. Explain briefly on cost-plus pricing.

**Part C****III. Answer any Two questions. Each question carries 5 weight****(2x5=10)**

19. How would you break down the basic stages of decision making? Explain.
20. Explain in detail the different marketing research approaches to demand estimation.
21. What are the strategies utilized in making capital budgeting decisions?
22. What are the different decision criteria under uncertainty? Explain.