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Reg. No :

Name :

Integrated M.A . Programme in Social Sciences (C.S.S) EXAMINATION, MARCH 2025**2020, 2021 ADMISSIONS SUPPLEMENTARY****SEMESTER VI - CORE COURSE ECONOMICS****EC06C251M20 - Managerial Economics****Time : 3 Hours****Maximum Weight : 30****Part A****I. Answer any Eight questions. Each question carries 1 weight****(8x1=8)**

1. How does managerial economics differ from traditional economics?
2. What do you mean by Bounded Rationality?
3. What is micromarketing?
4. What is observational research?
5. What do you mean by complete enumeration method?
6. Define time-series analysis.
7. Define capital budgeting?
8. What is the formula for Accounting Rate of Return.
9. What does Wald's Maximin Criterion postulate?
10. What does the term "two-part tariff" refer to?

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

11. Explain the concept of opportunity cost in decision making.
12. Write a brief note on the nature of Managerial Economics.
13. Distinguish between demand estimation and demand forecasting.
14. Diagrammatically figure out the identification problem.
15. Write a short note on market studies experiment in forecasting demand.
16. Explain accounting rate of return.
17. Explain the nature of capital budgeting.
18. Explain briefly transfer pricing with no external market.

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 range of marketing research methodologies available for estimating demand.
21. What are the strategies utilized in making capital budgeting decisions?
22. Write an essay on the decision-making criteria when dealing with uncertainty.