

Reg. No. : .....

**D 4007**

**Q.P. Code : [07 DMB 02]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, JULY 2022.**

**First Year / First Semester**

**MANAGERIAL ECONOMICS**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. Define managerial Economics. Explain its scope and Importance for managerial decisions.
2. Why is demand forecasting essential? Explain the different techniques of survey method.
3. Define Production function. Explain with a diagram, the three stages of the law of variable proportions. <https://www.bharathiaronline.com>
4. How is price and output determined under monopoly different from that under perfect competition?

5. Discuss the various methods of Investment appraisal.
6. Explain the classification of the market on the basis of the degree of competition.
7. Distinguish between GDP and NDP. Describe the various method of measuring National Income.
8. Explain the concept of Break even point. What are its assumptions?

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