

QP CODE: 25020239

Reg No	:	
Name	:	

B.A DEGREE (CBCS)) REGULAR/ IMPROVEMENT/ REAPPEARANCE / MERCY CHANCE EXAMINATIONS, FEBRUARY 2025

Fourth Semester

B.A Corporate Economics Model III

Core Course - EC4CRT09 - MANAGERIAL ECONOMICS - II

2017 Admission Onwards

9A242799

Time: 3 Hours

Max. Marks: 80

Part A

Answer any **ten** questions. Each question carries **2** marks.

- 1. What is the principle behind going rate pricing?
- 2. What is customary pricing?
- 3. What are the various goals for producer when he adopts differential pricing method?
- 4. Define 'penetration price' startegy.
- 5. What is individual resale price maintenance?
- 6. Precisely define the term"profit".
- 7. Define "capital budgeting".
- 8. Name the various methods for appraising project profitability.
- 9. Mention the various non-discount methods of project appraisal.
- 10. What are the features of a risk neutral person?
- 11. Define game theory.
- 12. What is tit-for-tat strategy?

(10×2=20)



Part B

Answer any **six** questions.

Each question carries **5** marks.

- 13. State how the prices of joint products are determined? Use diagram.
- 14. Explain the concept of product line pricing.
- 15. When and what prompts the government to impose "minimum prices"?
- 16. Compare accounting profit and economic profit.
- 17. Compare the payback period method and accounting rate of return method of project appraisal?
- 18. Explain the various elements of decision theory.
- 19. Classify and explain the various managerial decision problems.
- 20. Explain the decision criteria under 'pay-off matrix' method.
- 21. Explain the concept of maximin strategy in game theory with an example.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

- 22. Explain the various pricing methods employed by businessmen?
- 23. Discuss about the innovation theory and dynamic theory of profit.
- 24. What is capital budgeting? Explain the importance, nature , forms and process of capital budgeting?
- 25. In prisoner's dilemma, oilgopolists cannot reach the best outcome. Explain?

(2×15=30)