APRIL 2026 **72262/150E1A**

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in about 30 words each.

1. Write short note on managerial economics.
2. State the objectives of firm.
3. What do you mean by customer behaviour?
4. Define the term demand as used in economics.
5. What is short run cost?
6. Define utility analysis.
7. Define dual pricing.
8. What is Oligopoly?
9. What is price discrimination?
10. Define perfect competition.
11. What do you mean by diseconomies of scale?
12. Define law of variable proportion.

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions in about 200 words each.

13. How does managerial economics differ from traditional economics?

14. Trace the role and responsibilities of a managerial economist.

15. Explain the important determinants of demand.

16. Explain the laws of return to scale. Describe them using the Iso-quants.

17. Discuss the major factors involved in pricing.

18. What is monopoly market? Explain the features of monopoly.

19. Explain the nature of revenue curve for an individual firm's out put under perfect competition.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions in about 500 words each.

20. "Managerial economics is an integration of economic theory, decision science and business management." – Comment.

21. What is elasticity of demand? On what factors does elasticity of demand depends? Explain.

22. Explain the various types of production cost and their measurement.

23. Describe the different methods of pricing.

24. Enumerate the several classifications of market.

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