NOVEMBER 2025 **72262/150E1A**

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in about 30 words each.

Write short notes on the following :

1. Macro economics
2. Opportunity cost
3. Supply Analysis
4. Short Run and Long Run
5. Factors in Pricing
6. Market power
7. Monopoly
8. Skimming Pricing
9. Isoquants
10. Law of Variable Proportion
11. Long-Run Average Cost
12. Price Elasticity of Supply

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions in about 200 words each.

13. List out the objectives of managerial economics.

14. Explain the concept of elasticity of demand.

15. Discuss diseconomies of scale in the production process.

16. Compare and contrast skimming pricing and penetration pricing strategies.

17. Analyze the characteristics of a monopoly market structure.

18. Explain the classification of Market Structure.

19. Discuss the potential advantage and disadvantages of a monopoly.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions
in about 500 words each.

20. Discuss the challenges and 'benefits associated with demand forecasting for managerial decision-making.

21. Discuss the components of production function. Write the factors of production and cost analysis.

22. Explain dual pricing and discuss its application in various industries.

23. Analyze the concept of price discrimination and its ethical implications.

24. Explain the Law of Variable Proportion and the Law of Return to Scale in the context of production.

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