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Register Number:

Name of the Candidate:

B.Sc. DEGREE EXAMINATION December 2014

(CONSTRUCTION MANAGEMENT)

(FIFTH SEMESTER)

510: MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS

Time: Three hours

Maximum: 75 marks

Answer ONE FULL question from each UNIT

(5 × 15 = 75)

UNIT-I

1. a) Explain the nature and scope of the managerial economics.
(OR)
b) What do you mean by elasticity of demand and trace out its various types?

UNIT-II

2. a) Briefly explain the production function and analyze Cobb-Douglas model.
(OR)
b) What is cost concept? And why should we use various cost in Managerial Economics?

UNIT-III

3. a) Differentiate the perfect competition and monopolistic competition.
(OR)
b) Write note on (i) Skimming pricing. (ii) Bundling pricing.

UNIT-IV

4. a) List out the various kinds of companies.
(OR)
b) Critically analyze the post-liberalization scenario in business environment in India.

UNIT-V

5. a) What are the advantages of preparation of FA?
(OR)
b) List out the operational functions related ratios with detailed summary.

