ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
MASTER OF BUSINESS ADMINISTRATION (Old Regulations)
I YEAR ASSIGNMENT QUESTION PAPER 2010-11

103 - ADVANCED MANAGERIAL ECONOMICS

Assignment No.1

Answer all Questions: 5 x 5 = 25 Marks

1. Discuss the salient features and significance of Managerial Economics.

2. Explain the various theories of Profit. How do you measure the profit?

3. Discuss the role of costs in managerial planning of a firm.

4. Critically discuss the various Opinion Polling Methods of Demand forecasting.

5. Distinguish between Autonomous Demand and Derived Demand. Explain the relationship between the two.

Assignment N o.2

Answer All Questions: 5 x 5 = 25 Marks

1. "Product differentiation is a form of non-price competition". Comment.

2. What is profit forecasting? What is the role of break-even analysis in it?

3. Critically evaluate the different criteria suggested for choosing investment projects.

4. What is Price Discrimination? When is it possible? Is discriminating monopoly socially preferable to a simple monopoly

5. "Monopoly price need not necessarily be high". Do you agree?