

MAJOR TEST (04.05.07)
SML780: Managerial Economics (MM: 50)

4. Discuss the following concepts and explain, with illustrations, their managerial uses:
- a. Cross price elasticity of demand
 - b. Production functions
 - c. Seasonal pricing
- [15]
5. Discuss any five of the following:
- a. Transfer pricing
 - b. Cyclical pricing
 - c. Social cost-benefit analysis
 - d. Functions of RBI & Monetary Policy
 - e. An Indian firm's profit Optimization in Global framework
 - f. India as international manufacturing hub
- [25]
6. Explain "exponential smoothing method" of demand forecasting. Provide brief illustration.
- [10]