

KATWA COLLEGE
3rd SEMESTER HONOURS COURSE
INTERNAL ASSESSMENT EXAMINATION-2021
DEPARTMENT: ECONOMICS
SUBJECT: MANAGERIAL ECONOMICS
COURSE CODE: SEC-1

FULL MARKS - 10

DATE- 23.02.2021

TIME-12.15 P.M. – 1.15 P.M.

Answer any five (5) questions

(5*2=10)

1. What is the main theme of the sales maximization hypothesis?
2. What are the main goals of a firm according to the behavioural theory?
3. What are the main assumptions of the profit maximization hypothesis?
4. What is limit-pricing?
5. What is demand forecasting?
6. What are the different survey methods of demand forecasting?
7. Distinguish between autonomous demand and induced demand?
8. Write any four importance of demand forecasting.

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