UNIVERSITI UTARA MALAYSIA

PEPERIKSAAN AKHIR
PROGRAM SARJANA
SEMESTER NOVEMBER, SESI 1998/99

KOD KURSUS : EG5013 MANAGERIAL ECONOMICS
TARIKH : 03 MARCH 1999
MASA : 8.00 P.M. – 10.30 P.M.
TEMPAT : SEKOLAH SISWAZAH

ARAHAN

Attemp any Four questions
Write answers in the Q Booklet

NO. MATRIK :
NO. KAD PENGENALAN :
NAMA PENSYARAH : DR. DAWOOD ALI MITHANI

JANGAN BUKA SOALAN INI
SEHINGGA DIBERI ARAHAH

SULIT

! F !
QUESTION 1 (25 marks)

(a) State the utility of demand forecasting. (9 marks)
(b) Monthly demand for Dean's Doughnuts over the past 12 months for trays of Sugar Doughnuts was:

Jan 112  
Feb 125  
Mar 120  
Apr 133  
May 136  
Jun 146  
Jul 140  
Aug 150  
Sept 155  
Oct 152  
Nov 160  
Dec 165

Obtain a trend line by using 3 monthly moving average method. What is the drawback of this method?  

(10 marks)
(c) Due to increase in the level of water pollution, the use of chlorine tablets has become popular with the residents of Alor Setar. Health care, a company producing chlorine tablets, has estimated the sales equation for its product:

\[ Q = 20,000 + 5,500t \]

Where, \( Q \) = number a chlorine tablets
\( t \) = time (1995 = 0)

Find the sales projection for 1999. (6 marks)
QUESTION 2 (25 marks)

(a) Analyse the relationship between output and cost of production for a firm under perfect competition in short-run. Why is the average cost curve U-shaped?

(20 marks)
(b) Measure marginal cost of producing 6 units from the cost function:

\[ TC = 300 + 24Q \]

What is total cost of producing 6 units? (5 marks)
QUESTION 3 (25 marks)

(a) Discuss various economies of scale. (15 marks)
(b) Show the impact of economies and diseconomies of scale on the long-run average costs.

(10 marks)
QUESTION 4

(a) What are the sources of monopoly power? (10 marks)
(b) Discuss the main features of a monopoly equilibrium. (15 marks)
QUESTION 5

(a) What is price discrimination? What are the bases of price discrimination?

(12 marks)
(b) What is dumping? Illustrate a dumping model. (13 marks)
QUESTION 6

(a) What is monopolistic competition? What are its main features? (10 marks)
(b) What is kinky demand cure? (5 marks)
(c) Give an outline of the Break-even chart

OR

Write a note on product differentiation.

(10 marks)
QUESTION 7

Write an essay on the role of government in a market economy, with reference to Malaysia.