



MUTHAYAMMAL ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi, Accredited by NAAC & Affiliated to Anna University)



Rasipuram - 637 408, Namakkal Dist., Tamil Nadu

DEPARTMENT OF MANAGEMENT STUDIES QUESTION BANK 19MBA03-MANAGERIAL ECONOMICS

UNIT-I - INTRODUCTION

PART-A

1. Define economics.
2. Why to study managerial economics.
3. Define demand & supply?
4. Write any 4 factors that affect demand & supply.
5. Define elasticity of demand?
6. What do you mean by demand forecasting?
7. What are the methods of demand forecasting?
8. What is meant by “Delphi technique”.
9. Specify the types of forecasting.
10. What do you understand by Client intend survey.

PART-B

1. (i) Explain briefly the scope of managerial economics.
(ii) Explain the types of managerial economics.
2. (i) State the importance of managerial economics
(ii) Explain about the general foundations in managerial economics.
3. (i) Discuss the different role and responsibilities of managerial economics
(ii) Explain in detail about nature of managerial economics.
4. (i) Write in detail about demand & supply with its influencing factors.
(ii) Discuss the various types of elasticity of demand
5. (i) Elucidate about “Demand Forecasting”
(ii) Discuss about “Law of supply” with its influencing factors
6. Mention the differences between micro and macro economics.

UNIT-II-COST ANALYSIS

PART-A

1. Define cost.
2. What do you mean by cost function?
3. Mention the various types of cost.
4. What is meant by short run & long run cost?
5. Define marginal costing.
6. What is economies of scale?
7. What are the types of internal economies?
8. Define diseconomies of scale?
9. What is large scale production?
10. Explain the term small scale production.

PART-B

1. (i) What are the various types of cost.
(ii) Explain in detail about cost function.
2. (i) what is meant by short run cost function
(ii) Explain about long run cost function.
3. (i) Discuss about marginal costing
(ii) What do you understand about “economies of scale”.
4. (i) Describe in detailed manner about “Diseconomies of scale”?
(ii) Elucide the advantages of Small scale production.
5. (i) State the disadvantages of small scale production
(ii) Explain about pros and cons of large scale production.

UNIT-III –MARKET STRUCTURE

PART-A

1. Define market.
2. What is market structure?
3. Mention the features of market?
4. What are the types of market?
5. Mention the features of market structure?
6. Define perfect competition.
7. What do you mean by imperfect competition?
8. Define monopoly and oligopoly.
9. Define pricing.
10. How pricing affect the market. Explain.

PART-B

1. (i) Discuss about market structure with its features.
(ii) What do you mean by perfect competition?
2. (i) Distinguish between perfect and imperfect competition.
(ii) Explain about imperfect competition
3. (i) How does an equilibrium of the firm under perfect competition affect an firm industry.
(ii) How does pricing done under discriminating monopoly. Explain?
4. (i) Explain in detail about the features of monopoly.
(ii) Explain about features of oligopoly.
5. (i) What are the features of duopoly.
(ii) Compare & Contrast different market conditions.

UNIT-IV –CONSUMER BEHAVIOUR

PART-A

1. Define Consumer behaviour.
2. Who is a consumer
3. What do you mean by consumption
4. Define human wants.
5. Define utility.
6. What do you mean by marginal utility.
7. Define Price.
8. State the meaning for equi marginal utility
9. What do you understand by law of diminishing marginal utility.
10. Mention the features of human wants?

PART-B

1. (i)State the meaning of consumption in detail.
(ii)Explain about various features of human wants.
2. (i)what are the types of human wants. Explain.
(ii)Explain about the concept of “Utility” in detail.
3. (i)What do you understand by “Law of diminishing marginal utility”. Explain with neat diagram.
(ii)Compare and contrast price & marginal utility.
4. Explain about “law of equi-marginal utility” with the help of diagram.

UNIT-V NATIONAL INCOME

PART-A

1. Define national income.
2. What is meant by GNP & NNP?
3. What are the methods of measuring national income?
4. Describe about value added method?
5. Define the term income method.
6. What is meant by expenditure method?
7. What are the factors affecting national income.
8. Illustrate the problems in estimating national income.
9. What do you understand by the term national income statistics.
10. Define GDP.

PART-B

1. (i) Explain about GNP
(ii) Describe about NNP.
2. (i) What are the methods of measuring a national income
(ii) Briefly explain the factors influencing national income
3. (i) Explain in brief about the problems faced in national income of a country.
(ii) State the significance of national income statistics.
4. (i) What are the hurdles/difficulties faced while measuring national income. Explain.
(ii) Discuss about the emerging trends and analytical cases in national income