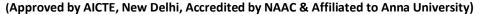


MUTHAYAMMAL ENGINEERING COLLEGE

(An Autonomous Institution)





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.

- 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.

- 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.

- 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.

<u>UNIT-IV – CONSUMER BEHAVIOUR</u>

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?

- 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.

- 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