

## **UNIT-I**

What is Managerial Economics?

Define Elasticity of Demand.

Explain Micro and Macroeconomics?

What are the exceptions to law of demand?

Define managerial economics? Explain nature of managerial economics

Explain the linkage of managerial economics with other subjects?

Explain different types of demand?

Explain types of elasticity of demand?

Explain law of demand (factors determining demand)?

Explain the methods of demand forecasting?

## **UNIT-II**

Define production function

What are economies of scale?

Isoquants and Isocosts.

Explain fixed cost and Marginal cost?

What are different types of costs?

Explain Law of variable proportions?

Explain Internal and External economies of scale?

Explain Law of returns to scale?

## **UNIT-III**

Explain the features of a sole proprietorship

What is monopoly market?

What are the features of Partnership business?

Memorandum of association.

Explain the features, advantages and disadvantages of sole trading business?

Explain price and output determination under monopoly?

What are different kinds of partners? Explain

Explain different methods of pricing?

#### **UNIT-IV**

Explain two sources of short-term capital

Explain how Payback Period calculated?

Accounting Rate of Return (ARR) Method

Working Capital cycle.

Define capital? Explain types of capital

Explain the various capital budgeting methods used in investment decisions.

Explain the need for capital?

Explain different sources of finance?

#### **UNIT-V**

Explain Accounting Cycle.

What is a Trial Balance?

Explain accounting concepts and conventions with examples.

Single entry and double entry system of book keeping.

List out different types of ratios?

The following is the trading Account, profit and loss account of Mahesh &

Company  
for the year  
ended 31<sup>st</sup>  
March  
2022.

Particulars	Amount	Particulars	Amount
To opening stock	30,000	By sales	1,10,000
To purchases	60,000	By closing stock	20,000
To wages	10,000		
To Gross Profit	30,000		
	<b>1,30,000</b>		<b>1,30,000</b>
To administrative expenses	10,000	By gross profit	30,000
To selling & Distribution expenses	5,000	By Sundry receipts	5,000
To net profit	20,000		
	<b>35,000</b>		<b>35,000</b>

Calculate Gross Profit ratio, Net profit Ratio, Operating Ratio, operating profit ratio.

Pass journal entries in the books of Pramod & company

Jan 1<sup>st</sup> commenced business with cash Rs 1, 00,000/-

Jan 2<sup>nd</sup> cash sales Rs 20,000/-

Jan 3<sup>rd</sup> goods sold to X Rs 35,000/-

Jan 4<sup>th</sup> cash purchases Rs 30,000/-

Jan 5<sup>th</sup> purchased goods from gopal Rs 45,000/-

Jan 6<sup>th</sup> goods returned from X Rs1, 000/-

Jan 7<sup>th</sup> goods returned to gopal Rs 2,000/-

Jan 8<sup>th</sup> paid salaries Rs 55,000/-

Jan 9<sup>th</sup> received commission Rs 5,000/-

Prepare Trial Balance from the following particulars

Debtors	Rs 27,500
Opening Stock	Rs 50,000
Purchases	Rs 1, 00,000
Purchase returns	Rs 4100
Interest	Rs 10,000
Commission recieved	Rs 5000
Miscellaneous Expenses	Rs 3500
Wages	Rs 30,000
Creditors	Rs 50,000
Insurance	Rs 3600
Machinery	Rs 60,000
Interest on capital	Rs 4000
Sales	Rs 1, 80,000
Carraige	Rs 2500
Sales returns	Rs 3000
Capital	Rs 80,000
Cash	Rs. 25000