

QUESTION BANK(2014)
BBA-II
201-Managerial Economics

UNIT-I

- Q.1 “ Managerial economics lies on the border line between economics and business Management”. Do you agree with statement ?
- Q.2 Discuss the importance and responsibilities of managerial economist . What are the functions of Managerial economist ?
- Q. What is the concept of managerial economics ? How it is helpful to the modern business world ?
- Q.4 Define economics ? What are the areas of managerial economics?
- Q.5 Explain fundamental concept of managerial economics ?

UNIT-II

- Q.1 “ Utility is want satisfying power of commodity .” Comment and Explain methods used to measure the utility?
- Q.2 Define the concept of Indifference curve ? Explain significance of indifference curve?
- Q.3 Discuss the law of demand . Explain why the demand curve slopes from left to right .
- Q.4 What do you mean by consumer equilibrium under ordinal approach ?
- Q.5 Explain the law of diminishing marginal utility . Discuss its main exceptions .

UNIT -III

- Q.1 Describe the return to scale . Explain the causes of decreasing and increasing return to scale.
- Q.2 What do you mean by optimal combination of input . Explain with the help of illustration.
- Q.3 Define production . What are the factors affecting production ?
- Q.4 Explain single variable law of production
- Q.5 Explain types of returns to scale with the help of diagram .

UNIT-IV

- Q.1 What are the types of demand ? Explain .
- Q.2 Distinguish between individual and market demand with the help of demand curve and demand schedule .
- Q.3 What do you mean by elasticity of demand ? Explain various methods of measuring elasticity of demand .
- Q.4 Discuss the price and income elasticity of demand with the help of diagram .
- Q.5 Define concept of demand function . Explain factors affecting market demand

UNIT – V

- Q.1 Define demand forecasting ? Discuss the utility of demand forecasting .
- Q.2 The data regarding sales of T.V . were recorded as follows

Years	Sales (Rs. In Cr)
2004	20
2005	25
2006	28
2007	27
2008	30

Assuming the trend as in the past, project the sales for the year 2009 and 2011.

- Q.3 Distinguish between survey and statistical methods of demand forecasting
- Q.4 Discuss the different types of demand forecasting and steps involved in the process of demand forecasting .
- Q.5 Describe in brief the various determinants of demand forecasting .

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