

UNIT - 1

1. Define Managerial Economics. Explain scope of Managerial Economics.
2. Explain the managerial Economics and relationship with other areas.
3. What is demand? Explain the law of demand. Are there any exceptions to the law.
4. Explain the demand determinants.
5. Define Elasticity of demand. Explain the different types of Elasticity of demand.
6. Define Price elasticity of demand. Explain different types of price elasticity of demand.
7. How do you measure the price elasticity of demand?
8. Define demand forecasting. Explain different types demand forecasting.

UNIT - II

9. Define production. Explain the law of variable proportions.
10. Define Iso quant. Explain different types of Iso quant.
11. What is Economies of Scale. Explain different types of Economies of Scale.
12. Explain
 - a) opportunity cost
 - b) explicit cost

12) Explain a) Implicit cost b) Fixed and variable cost

13) Explain the cost-volume-profit analysis

14) What are the ^{long} limitations of Break even analysis
A manufacturer of scooters buys a certain component at ₹8 each. In case he makes it himself, his fixed and variable cost would be ₹10,000 and ₹3 per component respectively. Find BEP in units and rupees

15) From the following particulars find out

Selling Price - ₹200 per unit

Variable cost - ₹100 per unit

Total fixed cost - ₹96,000

16) a) Break even point in units b) Sales to earn the profit of ₹20,000

Explain Cobb-douglas Production function.

16) Defn. UNIT - IV

17) Define Monopoly Market. Explain the price output determination under Monopoly Market.

18) Define Perfect competition. Explain the price output determination in perfect competition.

19) Write about the different classifications of markets.

20) Explain a) Penetration Pricing b) Skimming Pricing

21) Define Sole trading and Partnership and its features

22) Explain trade cycle in detail with geographical representation

23) ~~Define Accounting~~ ~~Explain it~~
(or)

23) Define the term business cycle. Explain in detail the different phases of business cycle.

(24) Define Joint stock Company. Explain it's features

(25) Distinguish between Public limited company and private limited company.

(26)

UNIT - V

26. Define accounting. Explain it's types and standard rules.

(27) Journal entry - Problem.

(28) Final Accounts - Problems.

(29) Define Double entry principle.

(30) Ratio analysis : current ratio, quick ratio formulae.

UNIT - VI

31) Define Capital budgeting. Explain the significance of
a) Capital budgeting

32) Explain different types of capital budgeting methods.

33) Pay back period Problems

(34) ARR Problems

(35) NPV Problems

(36) PI Problems

(37) IRR Problems.