

Subject Title: Managerial Economics

Prepared by: D.Rajitha

Year: I

Semester: II

Updated on:23-3-

Unit - I: Nature and scope of Managerial Economics

1. Define the term Managerial Economics
2. Explain various branches of Economics
3. Explain nature and scope of Managerial Economics.
4. Distinguish between Normative and Positive science.
5. Explain importance/significance of Managerial Economics in decision making
6. Discuss role and responsibilities of managerial economist
7. Explain various Economic Principles

Unit - II: Demand Forecasting

8. Define the term demand forecasting.
9. Discuss features and objectives of demand forecasting
10. Discuss essentials of a good demand forecasting.
11. Explain significance of demand forecasting.
12. Discuss various techniques/methods of demand forecasting.
13. Computation of trend value by least square method (Problems).

Unit - III: Market Analysis

14. Explain the classification of Markets.
15. Explain the Price determination of a firm under perfect competition in short run.
16. Explain the Price determination of a firm under perfect competition in long run
17. Explain equilibrium of a firm under Monopoly in short run and in long run.
18. Explain equilibrium of a firm under Monopolistic competition in short run and in long run.
19. What is meant by price discrimination, how an equilibrium is determined?
20. . Explain the meaning of price leadership and what are the various type of price leadership?
21. . What is meant by Oligopoly
22. What is meant by Duopoly

23. Explain Kinked Demand curve

Unit - IV: Macro Economics for Managers

24. Define National Income. Explain the concepts of national income.

25. Discuss the methods to estimate national income.

26. Discuss measurement problems in national income

27. Explain various features of business cycles

28. Explain various causes and consequences of business cycles

29. Define the term inflation. Explain causes and control of inflation.

Unit - V : Fiscal and Monetary Policy

30. What is fiscal policy? What are the objectives of fiscal policy?

31. What is monetary policy? What are the objectives of monetary policy?

32. How many types of deficits are there?

33. What are the objectives and main features of FRBM Act?

34. What is a Finance Commission? Explain its role and functions

35. Explain the differences between SLR and CRR

36. What are Repo and Reverse Repo rates?

www.FirstRanker.com