

SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY
[AUTONOMOUS]Seetharampuram, NARSAPUR-534 280

MBA.I Semester
[OUTCOME BASED EDUCATION PATTERN]

MANAGERIAL ECONOMICS

UNIT-I

1. Explain the Nature of Managerial Economics
2. Discuss the scope of managerial economics
3. Explain how managerial economics is linked with other disciplines
4. State the concepts and analytical tools of economics
5. Describe Managerial theories of the firm
6. Analyze behavioral theories of the firm

UNIT-II

1. Develop the factors that influence the demand for a product
2. Define law of demand. Explain the reasons for law of demand with its exceptions
3. Categorize the different types of elasticity of demand
4. Analyze different Methods of Demand Forecasting
5. Explain in detail supply analysis. Discuss about elasticity of supply

UNIT-III

1. Explain the relationship between total product, average product and marginal product with an illustration and graphically
2. What are returns to scale ? Explain the various phases of returns in the long run
3. Explain the cost –output relationship in the short run.
4. Explain the cost –output relationship in the long run.
5. What is Cost? Explain different cost concepts.

UNIT-IV

1. Explain the features of perfect competition? Explain how the price is determined in perfect competition.

2. Explain the features of monopoly? Explain how the price is determined in monopoly.
3. Explain the features of Monopolistic competition? Explain how the price is determined in Monopolistic competition.
4. What is Oligopoly? Explain price rigidity under oligopoly with the help of kinked demand curve analysis.
5. Explain different methods of pricing

UNIT-V

1. What is the trade cycle? Describe the various phases of business cycle?
2. Explain the concept of Gross National Product.
3. What is inflation? Explain different types of inflation?
4. What is the national income? Write the different methods of measuring national income?
5. Explain the concept of GDP. What is the difference between GDP at market prices and GDP at factor cost?