

## Managerial economics

### SECTION ' A'. 5 x 10 = 5

(Total 10 Question, Attempt ALL, write correct option in space provided in assignment sheets )

**01. Objective type questions.**

- A. Managerial economics generally refers to the integration of economics theory with business ?
- a) ethics
  - b) management
  - c) Practice
  - d) All of the above
- B. The term managerial economics also refers to
- a) Principles of management
  - b) Management Accounting
  - c) Applied economics
  - d) Consumer behaviour
- C. Demand is determined by
- a) Price of the Product
  - b) Relative Prices of other goods
  - c) Tastes and habits
  - d) All of the above
- D. Reasons for change in demand
- a) Change in population

- b) change in fashion and customs
  - c) Change income of consumer
  - d) All of the above
- E. Under..... Price is determined by the interaction of total demand and total supply in the market .
- a) Perfect competition
  - b) Monopoly
  - c) Imperfect competition
  - d) All of the above
- F. The concept of supply curve as used in economic theory is relevant only for the case of
- a) Oligopoly competition
  - b) Perfect or pure competition
  - c) Monopolistic competition
  - d) Monopoly
- G. Following is (are) the method (s) for Adjustment of risk
- a) Risk- Adjusted Discounting rate
  - b) Risk Equivalence coefficient method
  - c) Both A and B
  - d) None of these
- H. Which of the following capital budgeting techniques takes into Account the incremental Accounting income rather than cash flows?
- a) Net present value

- b) Internal rate of return
  - c) Accounting simple rate of return
  - d) cash payback period
- I. Cardinal utility Analysis is to consumer Equilibrium was developed by?
- a) Marshall
  - b) Hicks and allen
  - c) Jeremy bentham
  - d) Gossen
- J. The concept of utility was introduced by?
- a) Marshall
  - b) Hicks and allen
  - c) Jeremy bentham
  - d) Gossen

**SECTION ' B'. 1 x 5 = 5**

**( Total 10 Question, Attempt FIVE, question as per internal choice, write in space provided in assignment sheets )**

02. What do you mean by managerial economics?

OR

What is the scope of managerial economics?

03. What do you understand by demand?

OR

What do you mean by demand forecasting?

04. What is monopoly?

OR

What is perfect competitive market?

05. What is investment ?

OR

What is capital budgeting?

06. What do you understand by form?

OR

What is utility analysis?

**SECTION ' C'. 2 x 3 = 6**

**( Total 5 Question, Attempt Three, question as per internal choice, write in space provided in assignment sheets )**

07. Briefly explain the characteristics of managerial economics.

OR

What do you understand by elasticity of demand?

08. Explain with the help of a diagram how price is determined in a perfectly competitive market.

OR

Briefly Explain the nature of capital budgeting?

09. Briefly describe the features of “ Pareto optimality” ?

**SECTION ' D'. 3 x 3 = 9**

**( Total 5 Question, Attempt Three, question as per internal choice, write in space provided in assignment sheets )**

10. Briefly Explain the Role of managerial Economist.

OR

State and illustrate the law of demand, Giving its assumption and importance.

11. Explain with the help of a diagram how price is determined in a perfectly competitive market.

OR

Distinguish between risk and uncertainty?

12. What is the relation between advertising and demand?

**SECTION ' E'. 5 x 1 = 5**

**( Total 2 Question, any one, write in space provided in assignment sheets )**

13. Discuss and illustrate the different tools of managerial economics that are essential in decision making process.

**OR**

What do you mean by Production process? Describe the theory at cost in short run and long run.