MANAGERIAL ECONOMICS

Subject Code: MB102C

MASTER OF BUSINESS ADMINISTRATION

Unit I: Basics of Managerial Economics

1. What is managerial economics?
2. What is the nature of managerial economics?
3. What is the scope of managerial economics?
4. What are the principles of managerial economics?
5. What is the opportunity cost principle?
6. What is the incremental principle?
7. What is the principle of time perspective?
8. What is the discounting principle?
9. What is the equi-marginal principle?
10. How does managerial economics differ from microeconomics?
11. Why is managerial economics important for business decision making?
12. How are managerial economics concepts applied in business decisions?

Unit II: Utility, Demand & Supply Analysis

13. Utility Analysis
14. What is utility?
15. What is total utility (TU)?
16. What is marginal utility (MU)?
17. What is diminishing marginal utility (DMU)?
18. Demand Analysis
19. What is demand?
20. What are the determinants of demand?
21. What is individual demand?
22. What is market demand?
23. What is industry demand?
24. What is company demand?
25. What is demand for producer goods?

26. What is demand for consumer goods?
27. What is direct demand?
28. What is indirect demand?
29. What is derived demand?
30. What is autonomous demand?
31. What is short-run demand?
32. What is long-run demand?
33. What is the law of demand?
34. What are the assumptions of the law of demand?
35. How is the law of demand explained using a demand schedule?
36. How is the law of demand represented graphically?
37. How is the law of demand expressed using a mathematical function?
38. What are the exceptions to the law of demand?
39. What is supply?
40. What are the determinants of supply?
41. What is the law of supply?
42. What are the assumptions of the law of supply?
43. How is the law of supply explained using a supply schedule?
44. How is the law of supply represented graphically?
45. How is the law of supply expressed using a mathematical function?
46. What are the exceptions to the law of supply?
47. What is market equilibrium?
48. What is price mechanism?
49. How does the market mechanism determine equilibrium price and quantity?
50. What is elasticity of demand?
51. What are the types of elasticity of demand?
52. What is price elasticity of demand?
53. What is income elasticity of demand?
54. What is cross elasticity of demand?
55. What is point elasticity of demand?

56. What is total outlay method?
57. What is arc elasticity method?
58. What is gradient method of measuring elasticity?
59. What is demand forecasting?
60. Why is demand forecasting important?
61. What are qualitative methods of demand forecasting?
62. What is survey method of demand forecasting?
63. What is expert opinion method?
64. What is Delphi method?
65. What is sales force opinion method?
66. What is focus group method?
67. What are quantitative methods of demand forecasting?
68. What is trend line method?
69. What is regression analysis?
70. What is correlation method?
71. What are smoothing techniques?
72. What is moving average method?
73. What is barometric demand forecasting using economic indicators?
74. What are econometric models of demand forecasting?

Unit III: Production and Cost Analysis

75. What is production function?
76. What is short-run production function with one variable input?
77. What is short-run production function with two variable inputs?
78. What are isoquants?
79. What are the properties of isoquants?
80. What are the types of isoquants?
81. What is an iso-cost line?
82. What is budget constraint or factor price line?
83. What causes shifts in iso-cost lines?
84. What is producer's equilibrium?

85. What is expansion path?
86. What is production with all variable inputs?
87. What is the law of returns to scale?
88. What is increasing returns to scale?
89. What is constant returns to scale?
90. What is decreasing returns to scale?
91. What is cost?
92. What are cost concepts?
93. What are different classifications of cost?
94. What is sunk cost fallacy?
95. What is short-run cost-output relationship?
96. What is long-run cost-output relationship?
97. What is learning curve?
98. Do firms operate at optimal scale?
99. What are economies of scale?
100. What are diseconomies of scale?
101. What are economies of scope?

Unit IV: Market Structure

102. What is market structure?
103. What is the basis for classification of market power?
104. What are the kinds of competitive markets?
105. How does time affect supply?
106. What is very short-run supply curve?
107. What is short-run supply curve?
108. What is long-run supply curve?
109. How is price determined in perfect competition in the short run?
110. How does a firm earn normal profit under perfect competition?
111. How does a firm earn supernormal profit under perfect competition?
112. How does a firm incur losses under perfect competition?
113. What is shutdown point?

114. How is price and output determined in monopoly in the short run?
115. How is price and output determined in monopoly in the long run?
116. What is equilibrium under underutilized capacity?
117. What is equilibrium under overutilized capacity?
118. What is optimal capacity?
119. What is monopoly power?
120. What is monopsony?
121. What is price discrimination?
122. What is first degree price discrimination?
123. What is second degree price discrimination?
124. What is third degree price discrimination?
125. How is price and output determined in monopolistic competition in the short run?
126. How is price and output determined in monopolistic competition in the long run?
127. What is Chamberlin's group equilibrium?
128. What is excess capacity?
129. What is oligopoly?
130. What is collusive oligopoly?
131. What is non-collusive oligopoly?
132. What is kinked demand curve?
133. How is price and output determined in oligopoly?
134. What is Nash equilibrium?
135. What is game theory?
136. Market Failures and Welfare Economics
137. What are the differences between various market structures?
138. What is market failure?
139. What are public goods?
140. What are social goods?
141. What are merit goods?
142. What are administered prices?
143. What is price ceiling?

144. What is price floor?
145. What are externalities?
146. What are positive externalities?
147. What are negative externalities?
148. What is internalization of externalities?
149. What is social cost-benefit analysis?
150. What is Pareto optimality criterion?
151. What are Pigovian taxes?
152. What are subsidies and incentives for clean technologies?

Unit V: Macroeconomics

153. What is macroeconomics?
154. What are macroeconomic indicators?
155. What is GDP growth rate?
156. What is consumer price index?
157. What is interest rate?
158. What is unemployment?
159. What is foreign exchange rate?
160. What is balance of payments?
161. National Income
162. What is national income?
163. What is GDP?
164. What is GNP?
165. What is NDP?
166. What is NNP?
167. What is personal income?
168. What is personal savings?
169. What is disposable personal income?
170. What is discretionary income?
171. Methods of National Income Accounting
172. What is product method of national income?

173. What is final goods method?
174. What is value added method?
175. What is income method?
176. What is expenditure method?
177. What is social accounting matrix?
178. What is GDP at purchasing power parity (PPP)?
179. Inflation and Business Cycles
180. What is inflation?
181. What are the causes of demand-pull inflation?
182. What are the causes of cost-push inflation?
183. What are measures to control inflation?
184. What are business cycles?
185. What are the phases of business cycles?
186. What measures are used to control business cycles?
187. Stabilization Policies
188. What are stabilization policies?
189. What is monetary policy?
190. What is fiscal policy?