**B.COM (TRAVEL AND TOURISM)**

**Semester I**

**CO 1131 MANAGERIAL ECONOMICS**

**Section A. One or Two Sentence Questions (1 Mark)**

1. Define Managerial Economics.
2. Expand ROI.
3. What is microeconomics?
4. Define marginal utility.
5. What is demand forecasting?
6. What is law of demand?
7. Define supply.
8. What is opportunity cost?
9. What is break-even point?
10. What is price elasticity of demand?
11. What is isoquant?
12. Write any example of variable cost.
13. What is a production function?
14. What is marginal cost?
15. What is perfect competition?
16. What is monopoly?
17. Define oligopoly.
18. What is equilibrium price?
19. What is consumer surplus?
20. Expand NPV.
21. What is average revenue?
22. What is sunk cost?
23. What are the features of recession?
24. What is regression?
25. What is a decision tree?

**Section B. One Paragraph Questions (2 Marks)**

1. Differentiate micro and macro economics.
2. What is cost-benefit analysis?
3. Explain opportunity cost with example.
4. What is the law of diminishing returns?
5. What is the equi-marginal principle?
6. State two uses of demand forecasting.
7. Differentiate between fixed cost and variable cost.
8. What is price discrimination?
9. What is cross elasticity of demand?
10. Explain marginal rate of technical substitution.
11. What is shut down point?
12. Define incremental cost.
13. State any two features of perfect competition.
14. Write two features of monopoly.
15. What is oligopoly kinked demand curve?
16. What is price leadership?
17. What is break-even analysis?
18. What is target pricing?
19. Explain life cycle costing.
20. What is transfer pricing?
21. What is market equilibrium?
22. What is average fixed cost?
23. Explain short-run cost curves.
24. What is time series analysis?
25. Define profit maximisation.

**Section C. Short Answer Questions (4 Marks)**

1. Explain the nature and scope of Managerial Economics.
2. Explain the objectives of a firm.
3. What are the uses of marginal costing in decision making?
4. Discuss the methods of demand forecasting.
5. Explain the determinants of demand.
6. Explain price elasticity of demand and its measurement.
7. Explain income elasticity and cross elasticity of demand.
8. What are economies and diseconomies of scale?
9. Explain the law of variable proportions.
10. Explain returns to scale.
11. Write a short note on opportunity cost principle.
12. Explain the concept of isoquants and isocost lines.
13. Explain the profit maximisation rule under perfect competition.
14. Explain profit maximisation under monopoly.
15. Explain pricing under monopolistic competition.
16. Explain price discrimination with examples.
17. Explain price-output determination under oligopoly.
18. Explain the kinked demand curve model.
19. Explain the objectives of pricing policy.
20. Discuss different pricing methods.
21. What is penetration pricing?
22. Explain skimming pricing.
23. Explain full cost pricing.
24. Explain cost-plus pricing.
25. Explain transfer pricing and its relevance in MNCs.
26. Explain time series forecasting techniques.
27. Explain regression analysis in forecasting.
28. Explain break-even analysis and its uses.
29. Explain make or buy decision with example.
30. Explain business cycle in detail

**Section D. Essay Questions (15 Marks)**

1. Explain the role of Managerial Economics in decision making.
2. Critically analyse the law of demand and its exceptions.
3. Explain various demand forecasting methods in detail.
4. Explain production function with isoquant and isocost analysis.
5. Explain the concept of economies of scale with examples.
6. Discuss various market structures with characteristics.
7. Explain perfect competition and price output determination.
8. Explain monopoly and price output determination.
9. Explain monopolistic competition with diagram.
10. Explain oligopoly models in detail.
11. Explain various pricing methods used by firms.
12. Explain cost-output relationship in short run and long run.
13. Explain managerial uses of break-even analysis.
14. Explain different cost concepts used in Managerial Economics.
15. Explain the equi-marginal principle with practical examples.
16. Explain the role of profit in business decision making.
17. Critically analyse time series forecasting methods.
18. Explain decision making under risk and uncertainty.
19. Explain game theory and its application in pricing decisions
20. Discuss the role of Managerial Economics in the modern business environment.