

Nature and Scope of Managerial Economics

Question Bank:

1. Describe the meaning and features of managerial economics.
2. What is the significance of economic analysis in business decisions?
3. Explain the nature and scope of managerial economics.
4. Discuss about the relation between managerial economics and other subjects.
5. Explain the role and responsibilities of managerial economist.
6. Differentiate between managerial economics and traditional economics.
7. "Expenditure on advertisement is not a waste". Comment upon it.
Or Describe the importance of advertisement.
8. What is a business firm? What are the objectives of business firm?
9. Briefly explain about the important fundamental principles of managerial economics.