

G.PULLAIAH COLLEGE OF ENGINEERING & TECHNOLOGY (AT)

III B.Tech, II Sem. Objective – I Mid Exam

Branch: ECE

Sub: Managerial Economics & Financial Analysis

Date: 01-03-18

Time: ½ hr

Max.Marks:10

1

Answer all the question

1. Integration of economic theory with business practice is called ()
(a) Managerial Economics (b) Economics
(c) Macro economics (d) Micro economics
2. Who said that Economics is the study of nature and uses of national wealth? ()
(a) Paul A. Samuelson (b) Prof. Lionel Robbins
(c) Adam Smith (d) Alfred Marshal
3. Rate of responsiveness in demand of a commodity for a given change in price is called ()
(a) Law of demand (b) Managerial Economics
(c) Elasticity of demand (d) Demand Function
4. Marshall added which dimension to the scope of economics . ()
(a) Wealth (b) Welfare
(c) Scarce Resources (d) economic theory.
5. A firm is said to be attain the BEP where ()
(a) $TR > TC$ (b) $TR * TC$
(c) $TR < TC$ (d) $TR = TC$
6. Which of the following represent the combination of inputs that will cost the producer the same amount of money? ()
(a) Isoquants (b) Isoproducts
(c) Isocosts (d) Isoprises
7. To find the least cost combination of inputs, superimpose isoquants on isocosts. ()
(a) Isoquants on isocosts. (b) MRTS on Cobb Douglas
(c) Isoproducts on isoprises (d) Returns to scale
8. L – shaped denotes which type of production. ()
(a) Isoquants (b) Isoproducts
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9. Break Even Point is a point of ()
(a) No profit no loss (b) More profit more loss
(c) Less profit more loss (d) More profit less loss
10. The ratio of input to output is called ()
(a) Law of demand (b) Managerial Economics
(c) Productivity (d) Expansion path

Fill in the Blanks:

11. Every want supported by willingness and ability to pay is called as _____
12. Any activity aimed at earning money is called _____
13. The additional utility derived from consumption of an additional unit is called _____
14. A group of firms carrying on similar activity is called _____
15. If one input factor is substituted with other input factor it is called _____
16. Managerial Economics is close to _____ Economics.
17. The Law of Returns is also called as _____
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