**Date 25/08/2012 E.C**

**Debre Markos University, Burie Campus -Department of Management**

**Group project Work on Managerial Economics for Mgt 3rd year Extension Students, Maximum weight** **(15%)**

 *Project submission date:*

 **General Directions**

* Students are required to read in advance and taken note during presentation
* *Perform the project work with your group members and copying from others shall result in cancellation of your total result*
* *Copying from the book and from the handout or from any other material shall result in cancellation of your total result*
* *Perform your project work by taking the concepts from the book , from the handout or from any other sources and write it by using your own words*
* *Your hand writing should be neat ,clear and readable*
* Prepare and submit a concise written summary (not less than **10** pages).
* Evaluation is both individual and group based

 **Instruction: Perform the following questions as per each question instruction**

1. Briefly describe how microeconomic theory, decision sciences and Business functions related with managerial economics and explain what is the problem if there is no relation with the above disciplines
2. Select an **entrepreneur** who run his own business near by the town and identify his business /accounting profit / and pure/economic /profit by considering the costs that he incurred and the revenue that he generate and finally advised him to continue or stop the business
3. Select one service providing financial institutions in your respective location that use promotional activities for attracting customers ,then describe how the **Concept of Marginal Analysis** is applicable in this financial institutions
4. Select one **enterprise**  and identify the factors that they considered for market demand of their products