

**CODE NO: R9-12/MBA**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA-I Semester Regular Examinations February -2010**

**MANAGERIAL ECONOMICS**

**Time:3hours**

**Max.Marks:60**

**Answer any Five questions  
All questions carry equal marks**

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1. Define managerial economics, its relationship with other areas and specify the role of managerial economist
2. Examine the firm objectives and explain the managerial theories of firm
3. What are the fundamental concepts of managerial economics and discuss in detail about marginalism
4. State the law of demand, how would you explain it with substitution effect and income effect? Are there any exceptions to this law?
5. What are increasing returns to scale? Show them on an isoquant map; explain the causes of increasing returns to scale.
6. Derive long-run total cost curve from expansion path. How are average cost curve and marginal cost curve derived from total cost curve.
7. What is meant by pricing, explain different pricing strategies in the markets?
8. Explain CVP analysis, how it support for managerial decisions