

**CODE NO: R5-11002/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. Discuss the significance of economics analysis in decision-making. State how macro-economics is useful in managerial economics.
2. What are the objectives of a modern firm? Are they different from those of a traditional firm?
3. Discuss about the methods of demand forecasting. How is the demand for new products estimated?
4. What is production function? Explain the managerial importance of production function.
5. Explain the cost output relationship in the short run.
6. What is monopolistic competition? Explain price-output determination in monopolistic competition.
7. "Pricing decisions are constrained by product policy decisions and considerations of corporate planning" Comment on the above statement by giving real world examples.
8. Discuss the managerial uses of Break-even analysis as tool of profit planning. What are its limitations?