

**CODE NO:R7-11MBA**

**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 and explain the functions of a managerial economist.
2. What are the basic economic principles? Discuss about basic economic principles.
3. What is elasticity of demand? How could it be measured? Bring out its practical importance.
4. State and illustrate Cobb-Douglas production function.
5. Explain about various cost concepts and state the determinants of cost.
6. Discuss the features of perfect competition and explain how price is determined in perfect competition.
7. What are Pricing strategies? What pricing strategy would you recommend for a newly developed computer software for conducting on line examinations for professional courses.
8. "Profit is the reward for successful innovation" Explain.