

R05

Code No: MA102

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - I Semester Examinations, February 2011

MANAGERIAL ECONOMICS

Time: 3hours

Max. Marks: 60

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

1. Answer the following
 - a) Skimming pricing
 - b) Oligopoly
 - c) Entry barriers
 - d) Barometric method of demand forecasting.
2. What are scales economies and returns to scale? Explain with examples.
3. List out the characteristics of Perfect Competition. Explain with a graph How the price – output is determined in monopoly.
4. What do you mean by demand forecasting? Explain the techniques of demand forecasting.
5. What is the purpose of pricing? Discuss the methods of pricing.
6. Compare and contrast the behavioral theory with the economic theory of the firm.
7. Explain the cost concepts that underly managerial decision making with appropriate examples.
8. What do you mean by elasticity? How do you measure elasticity?
