

R07

Code No: MA 112

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - I Semester Examinations, January 2011

MANAGERIAL ECONOMICS

Time: 3hours

Max. Marks: 60

Answer any five questions

All questions carry equal marks

1. Discuss the salient features and significance of managerial economics?
2. What are the various economics concepts applied to business analysis?
3. What is the significance of demand forecasting in business decisions? Critically examine the various methods of demand forecasting?
4. Distinguish between (a) stock and supply (b) elastic and inelastic supply (c) extension and increase in supply.
5. What is meant by opportunity cost? What is its economic significance?
6. Explain different types of market structures.
7. Explain the methods of cost—plus pricing. What are its limitations?
8. What is break even analysis? What are its assumptions and limitations?
