

Code No: 761AB**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA I Semester Examinations, October/November-2020****BUSINESS ECONOMICS****Time: 2 hours****Max.Marks:75**

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

1. Explain about the concepts opportunity cost and marginalism. [15]
2. Write about
 - a) Risk and uncertainty
 - b) Discounting principle. [15]
3. Write about the types of Elasticity of Demand with its significance and measurement. [15]
4. Explain about the various demand forecasting methods. [15]
5. Write about
 - a) Break-even analysis
 - b) Returns to scale [15]
6. How the Price- Output determined in Perfect competition both in the long and Short run? [15]
7. How the Price- Output determined in Monopoly competition both in the long and short run? [15]
8. Explain about
 - a) Transfer pricing
 - b) International price discrimination [15]

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