Code No: 741AB
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.   Discuss the process of business decision making in managerial economics.   [15]

2.   What are the economic principles relevant to managerial decision?   [15]

3.   What are the different types of demand forecasting? Evaluate the methods of forecasting demand for new and existing products.   [15]

4.   Explain the meaning and degrees of price elasticity of demand. Which are the factors affecting it?   [15]

5.   What do you understand by Cobb-Douglas production function? What are its properties and how it is calculated? Explain.   [15]

6.   What is market structure? What are the types of market structure? How does the market structure affect the price of the good or service? Explain.   [15]

7.   What do you understand by Oligopoly and Monopoly? Distinguish between perfect Competition and Monopolistic competition with the help of suitable examples.   [15]

8.   Distinguish between fiscal policy and monetary policy. What are the tools and goals of Fiscal and monetary policy.   [15]

--ooOoo--