

**Code No: 761AB****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA I Semester Examinations, July/August - 2021****BUSINESS ECONOMICS****Time: 3 hours****Max.Marks:75**

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

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- 1.a) What is Opportunity cost? And explain the concept of incremental principle.  
b) What is Time Perspective? And explain the salient features of discounting principle. [7+8]
- 2.a) Explain the determinants and types of demand.  
b) Explain the Measurement and Significance of elasticity of demand. [7+8]
- 3.a) Describe the significance of Demand Forecasting and explain any one method of demand forecasting .  
b) Explain the Law of Supply and elasticity of supply. [7+8]
- 4.a) What is Marginal Rate of Technical Substitution? And explain its importance.  
b) Briefly explain the salient features of Economies of Scale. [7+8]
5. Explain the importance, assumptions, uses, limitations and application value of Break-Even analysis. [15]
- 6.a) Explain the conditions of Perfect Competition.  
b) Describe the price and output determination in Monopoly. [7+8]
- 7.a) What is oligopoly? And explain its salient features.  
b) Explain Kinked demand curve and its significance. [7+8]
- 8.a) What is Transfer pricing? And explain its salient features.  
b) Describe the importance pricing over Product Life Cycle. [7+8]

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