

**Code No: 761AB****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA I Semester Examinations, October/November - 2022****BUSINESS ECONOMICS****Time: 3 Hours****Max.Marks:75**

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

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- 1.a) Explain the nature, scope and significance of Business economics.
- b) Differentiate between risk and uncertainty in Business economics. [7+8]
- 2.a) Discuss in detail about various basic economic principles.
- b) Analyze the concept of Equi-marginalism with suitable examples. [7+8]
- 3.a) What is meant by Demand and explain the different types of demand?
- b) Write a note on various methods of measuring Income elasticity of demand. [7+8]
- 4.a) What is meant by Demand Forecasting and explain different methods of Demand Forecasting.
- b) What is meant by elasticity of demand and explain about different types of elasticity of demand? [8+7]
- 5.a) Explain the concept of Break Even Analysis with the help of a schedule and a chart.
- b) What is meant by Production function and explain about production function with two variables? [7+8]
- 6.a) Explain in detail about cost-output relationship in the short run.
- b) Explain in detail about Isoquants and Isocosts. [8+7]
- 7.a) Elaborate Price-Output determination in perfect competition with the help of appropriate diagrams.
- b) What is meant by market structure and explain about different types of market structures? [8+7]
- 8.a) What is meant by Dumping and explain the effects of Dumping?
- b) Explain the concept of cost plus pricing and pricing of multiple products. [8+7]

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