

Code No: 781AB

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA I Semester Examinations, March - 2023

BUSINESS ECONOMICS

Time: 3 Hours

Max.Marks:60

Note: This question paper contains two parts A and B. i) **Part- A** for 10 marks, ii) **Part - B** for 50 marks.

- Part-A is a compulsory question which consists of ten sub-questions from all units carrying equal marks.
- Part-B consists of **ten questions** (numbered from 2 to 11) **carrying 10 marks each**. From each unit, there are two questions and the student should answer one of them. Hence, the student should answer five questions from Part-B.

PART- A**(10 Marks)**

- | | | |
|------|---|-----|
| 1.a) | Define Business Economics. | [1] |
| b) | What is incremental analysis? | [1] |
| c) | Define demand. | [1] |
| d) | Give Supply function. | [1] |
| e) | Give importance of production function. | [1] |
| f) | What are isocosts? | [1] |
| g) | What are the essential things to be considered as market? | [1] |
| h) | Define monopoly. | [1] |
| i) | Give examples for price discrimination. | [1] |
| j) | What is transfer pricing? | [1] |

PART-B**(50 Marks)**

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|-----------|---|-------|
| 2.a) | Explain the significance and scope of Business economics. | |
| b) | Briefly describe the relationship of business economics with other disciplines. | [5+5] |
| OR | | |
| 3.a) | Define opportunity cost and explain its significance in business. | |
| b) | Explain the salient features of equi- marginal principle. | [5+5] |
| 4.a) | Explain the determinants of demand for a electric vehicle (two wheelers). | |
| b) | Illustrate the measurement and significance of elasticity of demand. | [5+5] |
| OR | | |
| 5.a) | Describe the need for Demand forecasting. | |
| b) | Illustrate the law of supply and elasticity of supply. | [5+5] |
| 6.a) | Explain the salient features of Cobb-Douglas production function. | |
| b) | Explain the salient features of Economies of Scale. | [5+5] |
| OR | | |
| 7.a) | Explain the significance and assumptions of Break-Even Analysis. | |
| b) | Outline the application, value and limitations of Break-Even Analysis. | [5+5] |

- 8.a) Explain the salient features of Monopoly.
b) Illustrate the price determination in the monopoly in the long-run period. [5+5]
- OR**
- 9.a) Explain the salient features of Oligopoly.
b) Illustrate the importance of kinked demand curve in the oligopoly. [5+5]
- 10.a) Explain the importance of Pricing policies.
b) What is Product Life cycle? Explain in its pricing over PLC. [5+5]
- OR**
- 11.a) Explain about Theory of Firm.
b) What are the advantages of Transfer Pricing? Explain. [5+5]

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