

**NR**

**Code No: MA102**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD  
MBA – I Semester Examinations, February -2012  
MANAGERIAL ECONOMICS**

**Time: 3hours**

**Max. Marks: 60**

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

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1. Explain the role and responsibilities of a managerial economist.
2. What is optimization? Discuss management tools of optimization.
3. What is demand forecasting? Write its techniques.
4. What is returns to scales, factors of return to scale?
5. Define monopolistic competition. How price output determined in Monopolistic competition?
6. a) Explain the various types of market structures.  
b) What is loss leader pricing?
7. Explain the Production function with two variable inputs.
8. a) What are the essential conditions for the practice of price discrimination?  
b) Explain Cost Volume Profit Analysis.

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