Items to Study for ECO 3033 Quiz 1

CHAPTER 1:

Intro material regarding nature of managerial economics and its approach.
Demand function, demand curve, change in demand, change in quantity demanded.
Supply and the supply curve.
Demand and supply curve equations, their slopes and intercepts, equilibrium solution.
Shortage and surplus as related to equilibrium.

CHAPTER 5:

Production function.
Long run vs. short run.
Isoquants and isocost lines.
Marginal rate of (technical) substitution and isoquants.
Least-cost input combination rule.
Expansion path (long run).
Returns to scale.
Increasing and diminishing short-run returns.
Capacity of plant in short run.
Marginal-average relationship.
Equations for short-run TP, AP, and MP, and solutions for maximum Q, point of diminishing returns, and specific values of TP, MP, and AP.