MBA540 Module 2 Terminology:

Module 2:
- Demand function
- Law of demand
- Price elasticity
- Marginal revenue
- Network effects
- Production function
- Returns to scale
- Returns to a factor
- Total product
- Marginal product
- Average product
- Law of diminishing returns
- Total cost
- Fixed cost
- Variable cost
- Marginal cost
- Economies of scale
- Learning curve
- Economies of scope