AM-104

April-2023

BBA, Sem.-IV

CC-212 : Managerial Economics – II

Time : 2 : 30 Hours]   [Max. Marks : 70

Instructions :   (1)   Draw Diagram wherever Necessary.
                      (2)   Right Sided Figures indicate Marks.
                      (3)   **All** Questions are **COMPULSORY**.

1   (A)   Define Perfect Competition. Discuss its Features.   7
     (B)   Define Short run equilibrium of Firm under Monopoly.   7
                                  OR
     (A)   Define Monopoly. Discuss its Features ?   7
     (B)   Define Short run equilibrium of Firm under Perfect Competition.   7

2   (A)   When Price Discrimination become Possible, Profitable and socially desirable
            with diagram.   7
     (B)   Write a detailed note on Dumping Case under Monopoly.   7
                                  OR
     (A)   Define Monopolistic Competition. Discuss its Features.   7
     (B)   Define Long run equilibrium of Firm under Monopolistic Competition.   7

3.   (A)   Write a note on Kinked Demand Curves.   7
     (B)   Write a note on Joint Profit Maximization model of oligopoly.   7
                                  OR
     (A)   Define oligopoly. Discuss its Features.   7
     (B)   Write a note on Price Leadership.   7

4.   (A)   Write a note on Break-Even Analysis.   7
     (B)   Write a note on Cost-plus Pricing in details.   7
                                  OR
     (A)   What is Pricing Policy ? Discuss its Objectives.   7
     (B)   Write a note on Skimming Pricing in details.   7

5. Answer the following questions : (Attempt any **seven**)

(1) Define Product Differentiation.

(2) Define Price Discrimination.

(3) Define Target Pricing. .

(4) Give the formula of full cost Pricing.

(5) Break Even Point is point of _____.

    (A) Profit   (B) Loss

    (C) No Profit No Loss   (D) Neither.

(6) The Demand Curve under oligopoly is _____.

    (A) Downward Slopping   (B) Horizontal

    (C) Determinate   (D) Vertical

(7) AR Curve under Perfect Competition is _____.

    (A) Downward Slopping   (B) Horizontal

    (C) Determinate   (D) Vertical

(8) The going rate pricing is opposite to full cost pricing. (True / False)

(9) Selling cost is not a Characteristic of Monopolistic Competition. (True / False)

(10) AR and MR Curves are Parallel to y-axis under Perfect Competition. (True / False)

(11) Define Customary Pricing.

(12) Define Dumping.

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