

[A-6]

No. of printed Pages: 1

**SARDAR PATEL UNIVERSITY**  
**BBA (FT) Semester – IV**  
**Subject: Market Morphology**  
**Code: UM04CBBF05**

**Date: 27/04/2015**  
**Day: Monday**

**Time: 10:30a.mto12:30p.m**  
**Total Marks: 60**

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**Note:** (1) Figures to the right indicate full marks of the question.  
(2) Draw diagrams and give examples wherever necessary.

Q.1 (a) What is Cost Function? Explain the short-run cost function in [08]  
detail.

(b) What is Marginal Cost? Discuss the relationship between average [07]  
cost and marginal cost.

**OR**

Q.1 (a) Explain the managerial uses of cost function. [08]

(b) Discuss different methods of estimation of cost function. [07]

Q.2 What is Monopoly? Discuss the price and output determination of [15]  
the firm in the short run and long run under Monopoly.

**OR**

Q.2 Discuss the price and output determination under Monopolistic [15]  
competition.

Q.3 (a) Discuss Kinked demand curve model in detail. [08]

(b) What is Break-Even Analysis? Discuss the uses of Break-Even [07]  
Analysis in managerial decision making

**OR**

Q.3 Write note on price and output determination under: [15]  
(i) Price leadership;  
(ii) Collusive oligopoly

Q.4 (a) What is Cost-Plus Pricing? Explain it with an example. Give merits [08]  
and demerits of Cost-Plus Pricing.

(b) Write note on: Administration Pricing. [07]

**OR**

Q.4 (a) What is Cost-Benefit Analysis? Discuss the uses of Cost-Benefit [08]  
Analysis in decision making.

(b) Explain the steps involved in cost benefit analysis. [07]

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