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SARDAR PATEL UNIVERSITY
BBA (IB) (Sem-IV; CBCS) EXAMINATION
Tuesday, 19th April - 2016
UM04CBBB05: Market Morphology
10.30 am to 12.30 pm

Total marks: 60

- Note: (1) Answer should be to the point.
(2) Figures to the right indicate full marks of the question.

- Q.1 (a) Explain the concept of average cost and marginal cost. Examine the inter relation between the average cost, and marginal cost in the short run. (08)
(b) Explain the uses of cost analysis in taking managerial decisions. (07)

OR

- Q.1 (a) Explain the cost-output relationship in long run with diagrams. Why the long run average cost curve is "L" shaped? (08)
(b) Discuss the various methods of estimating cost functions. (07)
- Q.2 (a) What is monopoly? Discuss the price and output determination of a firm in the long run under monopoly. (08)
(b) Define dumping. Discuss the production and price determination under dumping. (07)

OR

- Q.2 (a) Explain the price and output determination of a firm in the long run under the perfect competition. (08)
(b) What is discriminating monopoly? Discuss the equilibrium of a firm under it. (07)
- Q.3 (a) Define price leadership. Discuss the price and production determination under it. (08)
(b) Discuss the importance of breakeven point analysis in managerial decision making. (07)

OR

- Q.3 Define oligopoly. Why demand curve is kinked under it? Discuss price and output determination under kinked demand curve model. (15)
- Q.4 (a) Explain the concept of cost benefit analysis. Discuss the problems involved in cost benefit analysis. (08)
(b) Write note on marginal cost pricing. (07)

OR

- Q.4 (a) Write detailed note on administered pricing. (08)
(b) Discuss the steps involved in preparation of cost benefit analysis. (07)

*****THE END*****