

Seat No. : \_\_\_\_\_

**AL-116**

**April-2016**

**B.B.A., Sem.-IV**

**CC-212 : Managerial Economics – II**

**Time : 3 Hours]**

**[Max. Marks : 70**

1. (A) Define perfect competition. Discuss short run equilibrium of a firm under perfect competition. 7  
**OR**  
What is Monopoly ? Discuss its features.
- (B) Write a note on the short run equilibrium of a firm under monopoly. 7  
**OR**  
What is perfect competition ? Discuss its features.
2. (A) Write a detailed note on Dumping case under monopoly. 7  
**OR**  
Define Monopolistic competition. Discuss long run equilibrium of a firm under monopolistic competition.
- (B) Explain equilibrium of a price discriminating monopolist. 7  
**OR**  
What is monopolistic competition ? Discuss its features.
3. (A) Write a detailed note on Kinked Demand curve model under Oligopoly. 7  
**OR**  
What is Oligopoly ? Discuss its features.
- (B) Define Cartels. Write a note on Joint profit maximization cartels. 7  
**OR**  
Write a detailed note on Cournot's model under non-collusive oligopoly.
4. (A) What is Break-even analysis ? Discuss its assumptions. 7  
**OR**  
What is Pricing Policy ? Discuss its objectives.

(B) Explain following pricing methods :

7

(1) Cost-plus pricing.

(2) Skimming pricing.

**OR**

Find out B.E.P. in terms of sales value with the help of following information :

Total Revenue = ₹ 10,000, Total variable cost = ₹ 6,000

Total fixed cost = ₹ 3,000.

5. Short questions :

14

(1) AR curve under perfect competition is \_\_\_\_\_.

(a) horizontal

(b) vertical

(c) None

(2) Give the formula which is used to explain relationship among AR, MR and elasticity of demand.

(3) “Under monopoly market MR can exceed AR”. Whether the statement is **true** or **false**.

(4) Give two examples of price discrimination.

(5) Define Dumping.

(6) Who developed the concept of Monopolistic Competition ?

(7) Demand curve under monopolistic competition is \_\_\_\_\_.

(a) elastic

(b) inelastic

(c) None

(8) Word Oligopoly is derived from which language ?

(9) Give two examples of Oligopoly.

(10) Define price leadership.

(11) Give formula to find out BEP in terms of volume of output.

(12) Define Breakeven point.

(13) Define Marginal Cost Pricing.

(14) Explain Customary pricing.

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