

IMBA in FM/HRPA/BM/BEM Sem.-7 Examination
BEM/HR/FM/MBA-103

BEM

Time : 2-30 Hours]

January-2025

[Max. Marks : 70

Q.1 Explain the difference between Perfect Competition and Monopoly. (14)

Q.2 Define Monopoly and explain short run equilibrium under Monopoly with schedule and diagram. (14)

Or

Q.2 Describe Perfect Competition and discuss the concept of price determination. (14)

Q.3 Explain price discrimination and elaborate dumping case under Monopoly. (14)

Or

Q.3 What is break even analysis? How is it useful to managers? (14)

For a particular product, the following information is given:

- Selling Price per unit : Rs. 100

- Variable Cost per unit : Rs. 60

- Fixed Cost : Rs. 10,00,000

Calculate breakeven point in units. If the variable costs decrease to Rs. 45 per unit while the fixed cost and selling price remain unchanged, what is the new breakeven point?

Q.4 List down objectives of pricing and explain various methods of pricing. (14)

Or

Q.4 PepsiCo produces health drinks. Each bottle is sold at Rs. 20. Variable Unit Costs are as follows: (14)

- Bottle & Packaging Material : Rs. 4

- Other Ingredients : Rs. 4

- Selling Commission : Rs. 4

Fixed Overhead Costs are Rs. 10000 per year. Fixed Selling & Administrative Costs are Rs. 5000 per year. Number of bottles sold last year is 30000. On the basis of the data calculate following:

(a) Contribution Margin

(b) Break Even in Units and Rs.

(c) Operating Income

(d) Margin of Safety

(e) Suppose PepsiCo raises the price to Rs.25 per bottle, but anticipated sales will fall to 26000 bottles. What will the new break even points in units be?

Q.5 Define Oligopoly and explain in detail Kinked Demand Curve with demand schedule and diagram. (14)
