

OCTOBER-2015

BBA

Semester-IV

Advance Economics Applications in Business-2

Subject Code-3732

Time: 2.30 Hours

Total Marks: 70

Instructions: (A) All Questions are compulsory
(B) Each Question carries equal Marks

- Q. 1** Discuss in detail various managerial uses of estimated cost function in detail.
OR
- Q. 1** What is economic profit? Critically examine Knight's theory of profit.
- Q. 2** Discuss the importance of Break-even analysis in profit forecasting in detail.
OR
- Q.2** What is Break-even point? Discuss the Break-even analysis with the help of diagram. Discuss various limitations of Break-even analysis.
- Q.3** Examine the nature of Average Revenue and Marginal Revenue under Perfect competition, Monopoly market and Monopolistic competition.
OR
- Q.3** What is Total Revenue? What is Average Revenue? What is Marginal Revenue? Discuss their relationship with appropriate diagram in detail.
- Q.4** State the features of Oligopoly market. Explain the Kinked demand curve model with the help of diagram.
OR
- Q.4** What is price discrimination? Under what circumstances it is possible and profitable? Discuss in detail.
- Q.5** Discuss various reasons and consequences of government intervention in pricing in detail.
OR
- Q.5** What are the various techniques of pricing? Discuss in detail.