

[1/A-3]

SARDAR PATEL UNIVERSITY
BBA (GENERAL) (SEMESTER-IV)
ECONOMIC ANALYSIS - I
UM04CBBA05
 19th April, 2018, Thursday
 10:00 a.m. to 12:00 noon

Total Marks - 60

Note:

1. Figures to the right indicate marks.
2. Cite illustrations and draw diagrams wherever necessary.

Que-1 (a) What is an Indifference Curve? Discuss the Law of Marginal Rate of Substitution in detail. [08]

(b) Write a note on Edgeworth Box Diagram (The Negotiation Principle). [07]

OR

Que-1 (a) Explain the Consumer's Equilibrium with the help of Indifference Curve Analysis. [08]

(b) Discuss the properties of Indifference Curve. [07]

Que-2 What is Monopoly? Discuss the price output determination of long run Monopoly firm in detail. [15]

OR

Que-2 (a) Examine when is Price Discrimination under monopoly possible and profitable in domestic market. [08]

(b) Write a note on Price Discrimination under monopoly. [07]

Que-3 Discuss the price output determination of short run firm under Monopolistic Competition in detail. [15]

OR

Que-3 (a) What are selling costs? Explain the effect of selling cost on Demand Curve. [08]

(b) Write a note on Product differentiation. [07]

Que-4 Define Oligopoly. Discuss Sweezy's model of Price Rigidity. [15]

OR

Que-4 Write notes on: [7.5x2]

(a) Chamberlin's Model of Duopoly

(b) Dominant Price Leadership Model

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