

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

[4/AA]

B.B.A. (IB/FT) EXAMINATION, IV SEM (CBCS)

Thursday, Date: 19/04/2018

Session: Morning, Time: 10.00 Am To 12.00 Pm

Subject Code: UM04CBBF05/B05

Subject Title: Market Morphology

Total Marks: 60

NOTE: 1. Figure to the right indicate full marks of the questions.
2. Your answer should be precise and to the point.

- Q-1) Define cost and explain the long run cost curve U shape and L shape. [15]
OR
- Q-1) A. Explain the uses of cost analysis in taking managerial decision. [07]
B. Discuss the various methods of estimating cost functions. [08]
- Q-2) What do you mean by perfect competition market? Explain its price and output determination in short run condition. [15]
OR
- Q-2) What is monopoly? How are monopoly price and output determined? [15]
- Q-3) Short note on:
a. Kinked demand curve [07]
b. Cartels [08]
OR
- Q-3) Explain price determination under condition of price leadership in an oligopolistic market? [15]
- Q-4) Distinguish between the full cost pricing policy and going rate pricing policy. [15]
OR
- Q-4) Discuss the steps involved in preparation of cost-benefit analysis. [15]