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SARDARPATEL UNIVERSITY
SY BBA ITM Sem-IV (3 Years) Examination
Saturday, 21 April 2018
10:00 A.M. To 12:00 P.M.
UM04CBB107: Economic Analysis-II

Total Marks: 60

- Note :
- [1] Figures to the right indicate marks.
 - [2] Your answer should be precise and to the point.
 - [3] All questions are compulsory.
 - [4] Draw diagrams and cite examples wherever necessary.

Q.1 What is Indifference curve? Discuss the properties and Uses of Indifference curve with the help of diagram. [15]

OR

- Q.1 A Write a detail note on: - Marginal rate of substitution. [08]
B Write a short note on: - Consumer's equilibrium. [07]

Q.2 Define the concept of monopoly. Explain price output determination under monopoly market of the firm. [15]

OR

Q.2 Explain characteristics of monopoly. When is price discrimination profitable and desirable under monopoly market? [15]

- Q.3 A Describe the concept of excess capacity. [08]
B What is the meaning of product differentiation? [07]

OR

- Q.3 A What do you mean by selling cost? Explain the impact of selling cost on demand curve. [08]
B Explain the characteristics of monopolistic competition. [07]

- Q.4 A Describe the price leadership model in oligopoly market. [08]
B What is Oligopoly? Discuss its characteristics. [07]

OR

- Q.4 A Discuss the price rigidity model of Sweezy. [08]
B Describe the cartel model of duopoly. [07]

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