

[7]

SEAT No. _____

No. of Printed Pages : 01

(7) SARDAR PATEL UNIVERSITY

BBA (IB) Examination, IV-Semester

Saturday Date: 13/04//2019

Session: Morning Time: 10.00 am. To 12.00 pm.

Subject/Course Code: UM04CBBB05

Subject/Course Title: Market Morphology

Marks: 60

- Q-1 (A) Explain the relationship of average fixed cost, average variable cost, average cost and marginal cost. (08)
- (B) Explain U shape of short run AC curve. (07)
- OR
- Q-1 (A) Explain cost function with the help of statistical method. (08)
- (B) Describe the managerial uses of cost function. (07)
- Q-2 Explain price and output determination of a firm in short run under Perfect competition. (15)
- OR
- Q-2 Explain price and output determination of a firm in short run Monopolistic competition. (15)
- Q-3 (A) Explain Kinked demand curve model of Oligopoly. (08)
- (B) "Collusive oligopoly resembles monopoly and extracts the maximum amount of profits from customers" Discuss. (07)
- OR
- Q-3 Explain the Price leadership model of dominant firm. (15)
- Q-4 (A) What do understand by Marginal cost pricing. (08)
- (B) Write short note on Administration pricing. (07)
- OR
- Q-4 Explain Concept cost – benefit analysis in detail. (15)

-----X-----

①