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D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1

SEMESTER EXAMINATIONS

APRIL – 2017 15CAEC4A

# ALLIED: BUSINESS ECONOMICS - II

Time : 3 Hrs Max. Marks : 75

SECTION-A (10 x 2 = 20)

Answer ALL questions.

1. What is Oligopoly?
2. What are the features of Pure Competition?
3. Explain Dual Pricing.
4. What is Resale price maintenance?
5. What is Profit?
6. What is Dumping?
7. Define capital budgeting.
8. What are the objectives of price policy?
9. What is Decision Making?
10. What is uncertainty?

SECTION-B (5 x 5 = 25)

Answer any FIVE of the following questions.

1. Define ‘Perfect Competition’ and analyse the features of perfect competition.
2. What is Price Discrimination? What are the different types of price discrimination?
3. What are the factors influencing pricing policy?
4. Explain Kinked demand curve.
5. Differentiate Accounting Profit and Economic Profit.
6. Explain the life cycle of a product.
7. Explain the need for capital Budgeting.
8. Explain the different forms of capital budgeting.

SECTION-C (3 x 10 = 30)

Answer ALL questions.

1. (a) How price and output is determined under monopoly?

(Or)

(b) Determine the fixation of equilibrium price under monopolistic competition.

1. (a) Describe the various methods of pricing policy.

(Or)

(b) Illustrate briefly the Clark’s Dynamic Theory of Profit.

1. (a) Discuss the nature of capital budgeting problem.

(Or)

(b) Discuss the managerial Decision making process.

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