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

SEMESTER EXAMINATIONS

APRIL - 2016 CCO4D

BUSINESS ECONOMICS - II

**Time : 3 Hours Max. Marks: 75**

**Section – A (10 x 2 = 20)**

**Answer ALL the questions.**

1. Define Discriminating Monopoly.
2. What is Oligopoly?
3. What is Target Pricing?
4. What is Dual Pricing?
5. What is profit?
6. What is Economic Profit?
7. Define Capital Budgeting.
8. What is meant by Capital Rationing?
9. What is Decision – Making?
10. What are uncertainties in business?

**Section – B ( 5 x 5 = 25 )**

**Answer any Five of the following questions.**

1. What are the essential features of Perfect Competition?
2. Analyse the features of monopolistic competition.
3. What are the stages of the Life Cycle of a Product?
4. What are the objectives of Price Policy?
5. Write a note on ‘Accounting Profit’ and ‘Economic Profit’.
6. Explain the need for Capital Budgeting.
7. Indicate the problems connected with Capital Budgeting.
8. Analyse the elements of Decision Theory.

**Section – C ( 3 x 10 = 30 )**

**Answer ALL the questions.**

1. (a) How the price and output is determined under Monopolistic Competition?

(Or)

(b) Discuss the various pricing methods employed by a businessman.

1. (a) Explain in detail on Hawley’s Risk theory of Profit.

(Or)

(b) Analyse the different forms of Capital Budgeting and steps involved in Investment – Decision

Making Process.

1. (a) Discuss the classification of Managerial Decision Problems.

(Or)

(b) Briefly explain Paul Sweezy’s kinked Demand curve.

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