



73612

**I Semester M.Com. Degree (CBCS) Examination, December 2016
COMMERCE**

Paper – HC 1.2 : Market Structure and Analysis

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any ten** of the following sub-questions. **Each** sub-question carries 2 marks. **(10x2=20)**
- a) What is equilibrium price ?
 - b) What do you mean by recession ?
 - c) Define Price leadership.
 - d) What is national market ?
 - e) Differentiate between consumer's demand and producer's demand.
 - f) What is legal monopoly ?
 - g) What do you mean by substitution elasticity of demand ?
 - h) What is the law of increasing returns ?
 - i) What is multiple product pricing ?
 - j) What is the wage theory of profit ?
 - k) What are the juglar cycles ?
 - l) What is historical cost ?

SECTION – B

Answer **any four** questions. **Each** question carries 5 marks. **(4x5=20)**

- 2. Explain the fundamental principles of managerial economies.
- 3. Explain the managerial uses of price elasticity of demand.
- 4. What is production function ? Explain its attributes.
- 5. Explain the various pricing methods of a new product.

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6. Explain the different types of supply elasticity. How do you measure the elasticity of supply ?
7. Explain the various tools of monetary policy.

SECTION – C

Answer **any three** questions. **Each** question carries **10** marks.

(3×10=30)

8. "Business Economics is the discipline which deals with the application of economic theory to business management". Explain.
 9. What is demand forecasting ? What are the techniques of demand forecasting ?
 10. What are the features of monopolistic competition ? How is equilibrium price output determined under monopolistic competition ?
 11. What are the objectives of pricing ? Explain the various factors influencing on pricing decision.
 12. What are business cycles ? Suggest measures to control the business fluctuations.
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