

TM244986N

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024

2022 ADMISSIONS REGULAR

SEMESTER IV - ECONOMICS

EC4E09TM20 - Economics of Business Strategy

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. What are transaction costs?
2. Differentiate Vertical integration and diversification.
3. Explain Predatory pricing.
4. Briefly explain cost-plus pricing.
5. What is corporate leniency programmes ?
6. Explain whistleblowers.
7. Briefly explain the barriers to entry hypothesis of foreign direct investment.
8. What are the types of Foreign Direct Investment?
9. Define Patent.
10. Explain the rationale behind patent and copyright protection.

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Write Austrian and Schumpeterian views of competition.
12. Explain Joe Bain framework for analysing the competitive conditions in industries.
13. Analyse different cost-oriented methods of pricing strategies.
14. Briefly explain Ramsey pricing.
15. Explain collusive network of market-sharing agreements.
16. Explain Tacit collusion and cyclical demand .
17. Explain the economic factors influencing vertical foreign investment.
18. Briefly explain "Monopolies and Restrictive Trade Practices Act 1948".

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Examine the structure conduct performance paradigm in competition analysis.
20. Analyse Williamson's-Model of Advertising as an Entry -Prevention Strategy.
21. Explain the economic effects of foreign direct investment.
22. Why do we need government regulation?

