



QP CODE: 26019225



26019225

Reg No :

Name :

MA DEGREE (CSS) EXAMINATION MARCH 2026

Fourth Semester

M A ECONOMICS

ELECTIVE - EC820403 - ECONOMICS OF BUSINESS STRATEGY

2019 Admission Onwards

D0E52BA1

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. What is SCP paradiagm?
2. What is vertical product differentiation?
3. What is Quality differentiation?
4. What is asymmetric information?
5. What is product proliferation?
6. What is cartel?
7. What is vertical Mergers?
8. What is the difference between Acquisition and takeover ?
9. What is market foreclosure?
10. What is market failure?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Examine the significance of contestable market theory in competition analysis
12. What are the cost oriented pricing strategies used by the firms?
13. What are the pricing strategies for a new product?
14. Discuss the significance and effects of advertisement in corporate strategy of firms.





15. Examine the need and relevance of entry deterring strategies for firms.
16. Critically assess the Milgrom -Roberts Model of Limit Pricing.
17. What is vertical integration and why firms are vertically integrated?
18. How can the presence of externalities lead to inefficient market outcomes?

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Critically assess Porters Model of Competition. How it can be used as a tool for industrial analysis?
20. Examine price discrimination as a non-linear pricing strategy of a firm.
21. What is product diversification?. Examine the strategies and benefits of diversification for a firm.
22. Discuss about the anti trust laws in India and examine its significance.

(2×5=10 weightage)

