

G.PULLAIAH COLLEGE OF ENGINEERING & TECHNOLOGY (AT)
II B.Tech, II Sem. Objective – II Mid Exam
II EEE, CE



Sub: Managerial Economics & Financial Analysis
Time: 20 Mins

Date: 09-05-17
Max.Marks:10

1. The place or a point at which buyers and sellers negotiate the terms of purchase or sale is called _____.
2. A market in which there is freedom of entry and exit for the traders is called _____.
3. In perfect competition, price and marginal revenue are _____.
4. In a perfect market, there is a perfect _____ of factors of production.
5. The market with a single buyer is called _____.
6. The market with many producers, each producing a differentiated product, is called _____.
7. The market with a few sellers is called _____.
8. The point of intersection between the demand and supply curves gives rise to _____ price.
9. The main features of monopolistic competitions _____.
10. In monopoly, the marginal revenue is less than _____.
11. A monopolist can continue to sell as long as his marginal revenue _____ marginal cost.
12. The seller is a _____ in perfect competition.
13. In a _____ competition, the products are similar but not identical.
14. The method of pricing where selling price is based on variable cost is called _____.
15. Tenders are based on _____ pricing.
16. The main feature of monopolistic competition is _____.
17. The pricing strategy where the company fixes very high price for its new product is called _____.
18. In market penetration pricing strategy, the products or services are offered at the _____ price, when they are introduced.
19. The system of charging the customer both at the time of taking him into the organization and providing him services is called _____.
20. Charging the customer in tune with demand fluctuations is called _____.

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