**ST.JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date 13-12-22

**M.A. ECONOMICS – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**EC7521 – INDUSTRIAL ECONOMICS**

**Time: 2 Hours Max Marks: 50**

**This paper contains 1 printed pages and 3 parts**

**PART-A**

1. **Answer any 5 of the following 2 X 5 = 10 marks**
2. Write a short note on “sunk cost”.
3. Briefly discuss the managerial utility maximisation objective of the firm.
4. Distinguish between vertical and horizontal product differentiation.
5. Discuss the concept of diffusion of innovation.
6. Explain any two determinants of industrial location.
7. Write a brief note on profit and loss statements.

**PART-B**

1. **Answer all of the following 5 X 2 = 10 marks**
2. Explain the concept and types of intellectual property rights.
3. Discuss the features of joint stock companies.

**PART-C**

1. **Answer any 2 of the following 15 X 2 = 30 marks**
2. Discuss the following theories of firm:
   1. Resource-based theory of the firm.
   2. Behavioral theories of the firm.
3. Describe advertisement strategy. Examine the effect of market structure on advertisement strategy of a firm.
4. Explain Weber’s theory of industrial location.