



# AL AIN JUNIORS SCHOOL

## Winter Vacation Assignment (2019-20)

Grade : XIB

Subject: Economics(030)

Date: 12/12/2018

**Act: Independently**

**References: Textbook and Study materials & Google search (Internet)**

**Answer to the following questions.**

1. State the reason why Total Variable Cost (TVC) curve and Total Cost (TC) curve are parallel to each other.
2. State the reason behind U-shape nature of Average Variable Cost curve.
3. If the Total Revenue of a firm increases by 45,000 due to an increase in sale of Good X from 50 units to 65 units, then marginal revenue will be.....?
4. A Production Possibility Curve would be..... curve if all the available resources in an economy are equally efficient to produce both the goods.(Choose the correct alternative)  
a) a straight line    b) convex to origin    c) concave to origin    d) upward sloping
5. Which of the following is a variable cost?  
a) Salary of permanent staff    c) license fees    b) rent of premises    d) wages
6. If Total Variable Cost and Total Fixed Cost of producing 10 units are 500 & 200, the value of average cost would be? a) 50    b) 70    c) 20    d) 80
7. Distinguish between Normative Economics and Positive Economics, with suitable examples.
8. Why do central problems arise? Discuss briefly.
9. As the price of a good falls, the resulting increased purchasing power may be a reason for increase in quantity demanded'. Do you agree with the given statement? Give reason for your answer.
10. Elaborate the price discrimination feature of monopoly.
11. Why number of firms is limited in an oligopoly market? Explain.
12. Explain with the help of a hypothetical numerical example the assumption of diminishing marginal rate of substitution under the ordinal approach of theory of consumer's behavior. b) Why should marginal rate of substitution diminish for a stable consumer's equilibrium?
13. Suppose the market for Good X is in equilibrium. Explain the chain effect, if: a) increase in market demand is less than the decrease in market supply.    b) Increase in market demand is more than the increase in market supply.
14. Define Producer's Equilibrium. Discuss briefly, the conditions of producer's equilibrium, assuming that the producer can sell more units of the good by lowering the price.



# AL AIN JUNIORS SCHOOL

## Winter Vacation Assignment (2019-20)

**Grade : XIB**

**Subject: Marketing ( 812)**

**Date: 12/12/2018**

**Act: Independently**

**References: Textbook and Study materials & Google search (Internet)**

**Answer to the following questions.**

- 1) Why and how are market segmented? Is segmentation always necessary?
- 2) “With products being differentiated, more and more markets are certain to become increasingly segmented”, Discuss the statement. Also outline the benefits of market segmentation.
- 3) What benefits can a company expect to gain from segmenting the market?
- 4) Discuss the importance of market segmentation process in designing the marketing strategy for a product. Suggest with reasons suitable criteria for segmenting the market for an insurance company. Suggest a suitable framework for studying consumer behavior. Briefly discuss its components.
- 5) Why and how consumer behavior is affected by the marketing environment?
- 6) Discuss the factors which influence the consumer behavior for car purchasing.
- 7) How have our markets been transformed in recent years? Explain with examples
- 8) “In India family and social class play considerable role in shaping consumer behavior”. Discuss the statement and also highlight the role of the other determinants of consumer behavior.
- 9) A major issue in marketing and consumer behavior today is acceptance of the new products and services. Explain the stages and process that a consumer goes through for adopting new products and services. How might a manufacturer of automatic washing machine use consumer decision making process to evolve a suitable marketing strategy for the product?