



Business in World Economy
BBA-ACC
Assignment – AUH-2020

STUDENT ID

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UNIT TITLE / CODE:

NAME (in Full):

GENERAL INSTRUCTIONS

- All assignments are to be submitted **14th May 2020** on to examinationboard@atmsedu.org and cc to azrafatima@atmsedu.org, assignmentsubmission2019@gmail.com
- If assignment is not submitted on date, will follow with penalty of 10% deduction of marks for every day.
- Similarity between students work is strictly not accepted, any student found with similar work will be graded Zero and fail for the course. However, Plagiarism is an academic offence and will not be tolerated under SBS
- Assignment once submitted to exam board is final for marking.
- Total 100 marks

GUIDELINES FOR ASSIGNMENT

1. If assignment is Question & Answer based then.
 - Introduction is needed for each question.
 - Question has to be answered based on the mark allotted for each question with references if any idea or information is taken from other source.
2. If assignment is case based then,
 - Executive summary
 - Table of content
 - Body of assignment (questions related to case need to be answered)
 - Conclusion / Recommendation if any
 - References (in-text + citation) to be used

Total Marks _____ / 100

PLAGIARISM

Plagiarism is a form of **cheating**, by representing someone else's work as your own or using someone else's work (another student or author) without acknowledging it with a reference. This is a serious breach of the Academic Regulations and will be dealt with accordingly. Students found to have plagiarised can be **excluded from the program**.

Plagiarism occurs whenever you do any of the following things without acknowledging the original source:

- ✓ Copy information from any source (including the **study guide**, books, newspapers, the internet)
- ✓ Use another person's concepts or ideas
- ✓ Summarise or paraphrase another person's work.

How do I avoid plagiarism?

To ensure you are not plagiarising, you must acknowledge with a reference whenever you:

- ✓ use another person's ideas, opinions or theory
- ✓ include any statistics, graphs or images that have been compiled or created by another person or organization
- ✓ Paraphrase another's written or spoken word.

What are the penalties?

The penalties for plagiarism are:

- ✓ Deduction of marks,
- ✓ A mark of zero for the assignment or the unit, or
- ✓ Exclusion from the program.

Plagiarism is dealt with on a case-by-case basis and the penalties will reflect the seriousness of the breach.

Please note: claiming that you were not aware of need to reference is no excuse.

PART A

Answer all the questions. Each question carries 10 marks

1. A market failure occurs when the supply of a good or service is insufficient to meet demand. This results in an inefficient distribution of resources among market participants. Hence government need to intervene to bring efficiencies.
Explain any four tools available for government interventions to deal with the market failures with suitable examples.
2. Explain the features of perfect competition with examples.
3. Explain graphically, at what point the firm should stop hiring worker in a perfect competitive market form. Also, list down some of the characteristics of the market form.
4. What is cost and explain the different types of costs with examples.
5. Define 'Demand' and 'Supply'. Explain what the determinants are of demand and supply.

PART B

Answer all the questions. Each question carries 25 marks

1. a. Discuss briefly the supply schedule and the various factors affecting the supply in the market.
b. Assume the demand being perfectly inelastic and supply suddenly doubles due to innovative technique of production. Explain the changes in the equilibrium price, and quantity, and also is it advisable to do so from supplier point of view.

2. The Telecommunications Regulatory Authority (TRA) is the UAE's independent industry regulator. Since its launch in 1976, Etisalat has held a monopoly in the market. That changed in 2006 with the emergence of du, which was awarded a 20-year concession to operate fixed-line, wireless, internet and international telecoms services. UAE-based telecom operator recently announced that it was launching Virgin Mobile as a new telecom brand within the country. Assuming the trend continues, and the government opens the market for more private and foreign players. You are required to:
 - a. Apply your understanding and concepts from microeconomics, to investigate and summarize the major characteristics of the emerging market form in the telecom industry.
 - b. Describe and analyze the pricing policies that you would expect to find in this industry.
 - c. Explain the profit maximization strategy of this market form.