

## **MN 3042- Business Economics – Group Assignment Sem. 05, 2017**

Select **one question** from the following four and write a comprehensive report on that. A group can be **minimum two and maximum four** members.

1. The most difficult task for a company is to match their demand and supply to minimise revenue loss and resource wastage. Especially, quantity supply and price fixing are not that much difficult. But identification, estimation and forecasting of real demand are the most difficult tasks. Explain the procedures and techniques to identify, estimate and forecast demand with a practical company example.
2. By using Structure-Conduct-Performance (SCP) framework analyse the main four market structures and explain relations amongst market structure, market conduct and market performance. You can use practical Sri Lankan industry/product examples.
3. By using production, costs, revenue and profits maximization analysis advice a company running on loss on how to make profits and stay competitive in the market. You can use Sri Lankan company examples.
4. Read the following statement: “Sri Lanka’s path to middle income country status has been remarkable in several ways, with consistently high GDP growth rates and enviable performance in education, health and poverty reduction. However, the country’s path to development must now change to sustain a convergence with high-income countries.” Explain your macro-economic policy suggestions for Sri Lanka to move to this high-income status.

**Deadline: 25/04/2017 ( Before 16.00 hours)**

Your report should be limited to maximum 15 and minimum 10 pages excluding appendixes.

Font -Times New Roman      Font size – 12      Line space – 1.5

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### **Late submission Policy**

Students are permitted to submit their assignments maximum up to five working days after the due date with a penalty mark. Penalty marks of late submission will be two (02) marks for each working day with the maximum 25 marks. No assignment submitted after this late submission period should be accepted by the lecturer for marking.

### **Academic misconduct, Cheating and Plagiarism**

Plagiarism is the presentation of another's academic work without acknowledging appropriately. Whether one presents another's academic work as one's own intentionally or unintentionally, it is taken as academic misconduct. Not only direct quotation but also paraphrasing should be acknowledged appropriately. Even with proper acknowledgement, inclusion of another's academic work in a given assignment should be limited and may vary from one assignment to another. Other reported forms of cheating may include copying of another student's work completely or partly, getting another to do the assignment completely or partly, inclusion of the name(s) of student(s) who has/have not contributed to the assignment appropriately.

**The department will carry out plagiarism checking via Turnitin software and will notify the list of the names of the students who have similarity rate above 30%. Any assignments related to any academic misconduct, cheating and plagiarism above 30% will be carried zero (0) marks.**

The APA refereeing style will be the accepted one, which is available at the UOM library.

**The student should submit their hard copy attached with the softcopy on a CD on or before the deadline.**