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**Paper Code :DMB-209  
Roll No.**

**ADBA-7, BBA-7  
2<sup>nd</sup> Year Examination, Academic Batch 2016-17  
Section A-Business Economics  
&  
Section B-Marketing Research**

*Time : 3 Hours ]*

*[ Max. Marks : 100*

**Note.** (A) Attempt any **five** questions.

(B) Each question carries equal marks. (20\*5)

**SECTION-A  
(Business Economics)**

1. Differentiate between monopoly and monopolistic competitive market. How does monopolist maximize profit?
2. What do you understand by Trade cycle? Discuss any three types of business cycle.
3. What is quasi rent.?
4. Explain the concept of accountant's profit. Distinguish between gross profit and net profit.

**SECTION-B  
(Marketing Research)**

- 5 Discuss the current trends of marketing research?
- 6 Discuss the report writing process of marketing research?
- 7 Distinguish between random and systematic sampling?
- 8 Explain the levels of measurement?