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

**M.A (Economics) – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November /December 2023)**

**EC 7521 – Industrial Economics**

**(For current batch students only)**

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

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

**PART-A (Answer any five) [2 marks each, 2x5=10]**

1. What is equity funding?
2. What is the M-form type of firm?
3. Explain horizontal product differentiation with an example.
4. Briefly describe two features of Behavioral theories of the firm.
5. What is a balance sheet?
6. Briefly explain any method of investment appraisal.
7. What is the internal rate of return?
8. Discuss briefly boundary of a firm.

**PART-B (Answer any two) [5 marks each, 5x2=10]**

1. Explain the transaction cost theory of the firm.
2. Using the concept of technical and factor efficiency, explain productive efficiency.
3. Discuss Schumpeter’s theory of innovation.

**PART-C (Answer any two) [15 marks each, 15x2=30]**

1. Explain Sargant-Florence theory of industrial location.
2. Write a note on Mergers and Acquisitions.
3. Explain the link between advertisement intensity and market structure.