Concordia University **Faculty of Commerce and Administration Department of Finance** Managerial Economics MBA 606/1 AA **Final Examination**

Professor: Dr. B. Somers

June 27, 2003 7:00-10:00 pm

N.B. Crib sheets and any electronic devices capable of storing, transmitting, or receiving answers are strictly prohibited.

(20 marks). 1. Fine Threads, a manufacturer of men's suits, operates in a monopolistically competitive industry. The demand for its product is estimated by $P = 900 - 0.03Q_d$ and its total cost function is TC = $1,440,000 + 300Q + 0.01Q^2$

a) Calculate the profit-maximizing price, output, and profit.

b) Using graph paper, plot the relevant functions to illustrate the profitmaximizing price and output.

If there is complete freedom of entry into the industry, what would happen in the long-run? Assuming a parallel shift in the demand curve (i.e. the high-price/low-output result): 750%

Find the equation for the new demand curve.

Calculate the new profit-maximizing price and quantity. ii)

Illustrate the new profit-maximizing price and quantity in iii) your diagram.

(20 marks) 2.

Sophie's Coiffure is a chain of beauty salons. Recently management decided to practice price discrimination whereby it would charge a lower price to seniors. The following are estimates of the demand for permanents:

 $P = 90 - 0.008Q_d$ (regular customers) $P = 60 - 0.008Q_d$ (seniors)

The total cost function is $TC = 125,000 + 12Q + 0.0016Q^2$.

- a) Find the profit-maximizing price and output for each market and total profit.
- b) Using graph paper, illustrate how price and output is determined for each market.
- c) Calculate the profit-maximizing price, output, and profit if management does not practice price discrimination.

(20 marks) 3. Addison Aluminum Inc. and Bachmann Enterprises Inc. are aluminum manufacturers. After lengthy negotiations, management at both companies have agreed to form a cartel and fix the price of aluminum. The demand for aluminum is estimated by the equation $P = 1,900 - 0.50Q_d$, where P is the price per ton and Q is in thousands of tons. The total cost curves of the two firms are as follows:

400 TC_a =
$$150,000 + 500Q + 0.5Q^2$$

$$CCC TCb = $200,000 + 500Q + 0.5Q^2$

$$CCC TCb = $200,000 + 0.5Q^2$

$$CCC TCb = 200,000 + 0.5Q^2$$

$$CCC TC$$

a) What is the equation for Σ MC?

b) Calculate algebraically the profit-maximizing price and output for the cartel. Trans when ENC - MR Solve Faq, find P, find ENC(0)

c) Using graph paper, illustrate diagrammatically the profit-maximizing price and output for the cartel.

d) Calculate the output and profit for each firm. Set NEa = ENC(Queen) solve for Qa ST ETK MC6= E MC (Omman) Solve for Qs.

20

(20 marks) 4. The Brewer's Best Beer Company is the dominant firm and price leader in its industry. Its marginal cost is MC_L = 11 + 0.0002Q. The market demand for a case of 24 bottles is $P = 30 - 0.0001Q_d$ and the combined marginal cost of other firms in the industry is $MC_F = 10 + 0.0001Q$. equal MC to borand and

a) Find the demand equation for the dominant firm.

Solve where they it is sect Calculate the profit-maximizing price and output for the dominant firm and the other firms.

Using graph paper, illustrate diagrammatically the profit-maximizing price and outputs. Then find MR * equate MR=MC

Doninant tirm establish price, followers accopt it TP was 10, followers would produce &

(20 marks) 5. Discuss the following topics:

2 a) the relation between price elasticity of demand and markup pricing

b) long-run average cost economies of scale

c) the marginal rate of technical substitution*

2 d) the short-run supply curve of a perfectly competitive firm*

* A diagram is required.

30 000

(#4) for follower P=MC

Frd Qf

Q=Qn-QF

OF => Let p=HC, solve for OF QE & from demand function Or= Ot- Ot



Concordia University Faculty of Commerce and Administration **Department of Finance** Managerial Economics MBA 606/2 AA **Final Examination**

Professor: Dr. B. Somers

December 15, 2003 6:00 - 9:00 pm

N.B. Crib sheets and any electronic devices capable of storing, transmitting, or receiving answers are strictly prohibited.

0,010,=250-P 9010=350-P 500,000 + 600Q. ATC=TC HC= BATC 60 000-200P= Qt P=300-9005Q MR = 300-0,010

Set MC=MR, Find Q

(20 marks) 1. Fanciful Fashions, a manufacturer of women's dresses, operates in a P=250-0.01 Q_p P=350-6.01 Q_p estimated by $P = 1,000 - 0.05Q_d$ and its total cost function is TC = 0.000monopolistically competitive industry. The demand for its product is

Q= 25000-100P Q= 35000-100P a) Calculate the profit-maximizing price, output, and profit.

- b) Using graph paper, plot the relevant functions to illustrate the profitmaximizing price and output.
- c) Calculate the point price elasticity of demand at the profit-maximizing price and output and use this figure to calculate the optimal markup on cost.
- (20 marks) 2. The Alpine Inn is located in Vermont near the Quebec border. After a comprehensive market study, management has decided to practice price discrimination by accepting the Canadian dollar at par with the US dollar and thereby charge a lower price to Canadian residents. The following are estimates of the demand for rooms at the inn:

 $P = 250 - 0.01Q_d$ (Canadian residents)

ght tomal Q plug in TC.

 $P = 350 - 0.01Q_d$ (US residents)

where P is the daily rate for a room in US dollars.

The total cost function is $TC = 1,000,000 + 40Q + 0.0002Q^2$.

- a) Find the profit-maximizing price and output for each market and the total profit
- b) Using graph paper, illustrate how price and output is determined for each market.
- c) Calculate the profit-maximizing price, output, and profit if management does not practice price discrimination.

(20 marks) 3. At Video and Box Office Hits are video rental companies whose owners chapter have decided to form a cartel and fix the price of a video rental. The prodoms

where Q is in millions. The total cost curves of the two firms are as follows:

$$TC_a = 150 + 0.50Q + 0.02Q^2$$

 $TC_b = 90 + 1.50Q + 0.02Q^2$

- a) What is the equation for ΣMC ?
- b) Calculate algebraically the profit-maximizing price and output for the
- c) Using graph paper, illustrate diagrammatically the profit-maximizing price and output for the cartel.
- d) Calculate the output and profit for each firm.
- (20 marks) 4. Acme Tree Service cuts down trees for residents of a large city. A secondary source of income for the company is the sale of the by-product as firewood. The two commodities are jointly produced in fixed proportions. The demand curves for these two products are as follows:

$$P = 800 - 0.50Q_d$$
 (tree-cutting)
 $P = 350 - 0.25Q_d$ (firewood)

The total cost function is $TC = 300,000 + 130Q + 0.10Q^2$

- a) Derive the equation for the total marginal revenue curve (MR_t).
- b) Calculate the profit-maximizing price and output for each product and the total profit.
- c) Using graph paper, illustrate the profit-maximizing price and output for each product.
- (20 marks) 5. Discuss the following topics:
 - a) long-run average cost curve*
 - b) five determinants of price elasticity of demand
 - c) the kinked demand curve as an explanation of an oligopolist's behaviour*
 - d) the use of market experiments to estimate the demand for a product
 - * A diagram is required.

Concordia University Faculty of Commerce and Administration Department of Finance Managerial Economics MBA 606/1 CA Final Examination

Professor: Dr. B. Somers

August 19, 2004 6:00-9:00 pm

N.B. Crib sheets and any electronic devices capable of storing, transmitting, or receiving answers are strictly prohibited.

(20 marks) 1. Woolrich, a manufacturer of women's sweaters, operates in a monopolistically competitive industry. The demand for its product is estimated by $P = 800 - 0.002Q_d$ and its total cost function is $TC = 6,400,000 + 400Q + 0.002Q^2$

a) Calculate the profit-maximizing price, output, and profit.

- b) Using graph paper, plot the relevant functions to illustrate the profitmaximizing price and output.
- c) If there is complete freedom of entry into the industry, what would happen in the long-run? Assuming a parallel shift in the demand curve (i.e. the high-price/low-output result):

i) Find the equation for the new demand curve.

- ii) Calculate the new profit-maximizing price and quantity.
- iii) Illustrate the new profit-maximizing price and quantity in your diagram.
- (20 marks) 2. Hennessey and Legault is a law firm whose management has decided to practice price discrimination whereby it would charge a lower price to low-income clients. The following are estimates of the demand for their service:

total profit.

P = 600 - 0.002Qd (regular clients) P = 400 - 0.008Qd (low-income clients)where Q is the number of hours

The total cost function is $TC = 4,500,000 + 10Q + 0.0009Q^2$.

- a) Find the profit-maximizing price and output for each market and
- b) Using graph paper, illustrate how price and output is determined for each market.
- c) Calculate the profit-maximizing price, output, and profit if the law firm does not practice price discrimination.

- (20 marks) 3. The Cedars Golf and Country Club's management has estimated the demand for golf games by a typical member to be $P=260-2Q_d$, where P is the price of a single round of golf and Q is the number of games per year. The marginal cost is constant and equal to 60.
 - a) Calculate the profit-maximizing price and quantity for a typical member.
 - b) Using graph paper, illustrate the profit-maximizing price and quantity.
 - c) Now suppose management is able to implement a two-part pricing scheme whereby it would charge a single-unit price plus a fixed fee equal to the consumers' surplus received by each member at this price. Calculate the new profit-maximizing price, quantity, and fixed fee and illustrate these values in the diagram drawn for part b).

MC=D 6=100 000 200×100

- (20 marks) 4. Avro Air is the dominant firm and price leader in the market for business jets. Its marginal cost is $MC_L = 18 + 0.04Q$. The market demand for business jets is $P = 85 0.50Q_d$ where P is in millions of dollars. The combined marginal cost of other firms is $MC_F = 16.25 + 0.125Q$
 - a) Find the demand equation for the dominant firm.
 - b) Calculate the profit-maximizing price and output for the dominant firm and the other firms.
 - c) Using graph paper, illustrate diagrammatically the profit-maximizing price and outputs.

Q=50 p=25 4=70

(20 marks) 5. Discuss the following topics:

(a) the relation between markup pricing and marginal pricing

b) cross-price elasticity of demand

c) law of diminishing returns*

d) limitations of linear breakeven analysis

* A diagram is required.

60=200-200y

Concordia University Faculty of Commerce and Administration Department of Finance Managerial Economics MBA 606/4 B and BB Final Examination

Professor: Dr. B. Somers

April 27, 2015 7:00-10:00 p.m.

N.B. Crib sheets and any electronic devices capable of storing, transmitting, or receiving answers are strictly prohibited.

(20 marks) 1. Howarth's Inc., a manufacturer of men's suits, operates in a monopolistically competitive industry. The demand for its product is estimated by $P = 1,300 - 0.0125Q_d$ and its total cost function is $TC = 1,000,000 + 200Q + 0.015Q^2$.

a) Calculate the profit-maximizing price, output, and profit.

b) / Using graph paper, plot the relevant functions to illustrate the profit-

maximizing price and output.

- c) Calculate the point price elasticity of demand at the profit-maximizing price and output and use this figure to calculate the optimal markup on cost. Does this give you the same price as determined in part a)? Explain.
- (20 marks) 2. Proulx Pelouse is a company that provides lawn service for residential customers. Recently, management decided to practice price discrimination whereby it would charge a lower price to senior citizens. The following are estimates of the demand for its service:

 $P = 750 - 0.5Q_d$ (regular clients) $P = 600 - Q_d$ (seniors) where Q is the number of contracts. who find Dt est fractions

The total cost function is $TC = 100,000 + 50Q + 0.10Q^2$

a) Find the profit-maximizing price and output for each market and total profit.

b) Using graph paper, plot the relevant functions and illustrate how

price and output is determined for each market.

c) Calculate the profit-maximizing price, output, and profit if there is no price discrimination.

(20 marks) 3. Acme Water Works is responsible for the water supply in the town of Somerville. The demand for its product is $P = 1.5 - 0.25 \, Q_d$ where Q is in millions of cubic metres of water and P is the price of one cubic metre. The total cost function is $TC = 0.9 + 0.30Q + 0.05Q^2$.

a) Calculate the profit-maximizing price, output, and profit.

- b) Using graph paper, <u>plot</u> the relevant functions to illustrate the profitmaximizing price and output.
- c) Now suppose that the government regulates the monopoly and restricts it to an accounting or normal profit. Calculate the new price and output and illustrate these values in your diagram.
- (20 marks) 4. The Co-Op Cab Company is acknowledged as the dominant firm and price leader in the market for taxi service in the city of Albany. Its marginal cost is $MC_L = 0.50 + 0.0005Q$. The market demand for taxi service is $P = 6 0.0025Q_d$ where Q is the number of kilometres in thousands and P is the price per kilometre. The combined marginal cost of other firms is $MC_F = 1 + 0.00375Q$.

a) Find the demand equation for the dominant firm.

- b) Calculate the profit-maximizing price and output for the dominant firm and the other firms.
- c) Using graph paper, <u>plot</u> the relevant functions and illustrate diagrammatically the profit-maximizing price and outputs.
- d) If the price leader's total cost function is $TC = 500 + 0.5Q + 0.00025Q^2$, calculate this firm's total profit.

(20 marks) 5. Discuss the following topics:

a) Determinants of price elasticity of demand

b) Limitations of cost-volume-profit analysis (breakeven analysis)

c) The kinked demand curve as an explanation of an oligopolist's behaviour *

d) Optimal pricing for joint products produced in fixed proportions *

* A diagram is required.

Final 2004 PI

1

400 = 0,0040= 200 +0,000 400 = 0,008Q

P-800- 9000C

P(4000)=\$700-

TC=31 Acc 000

DD = 1/11 tgt to ATC.

ATC = 6 400 000 QT + 400 + 6,002 Q.

ATC = -6 000 000 QT + 0,002.

Tige m.h. sed = -0.062 & - C. doo 000 + 0,002 = -0.002 - 6 400 000 = 0.00 + Q² G= 40 000

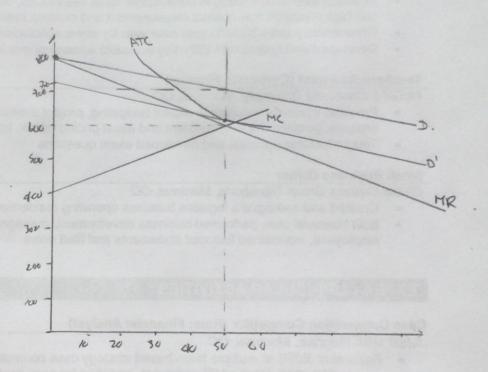
ATC= C40\$

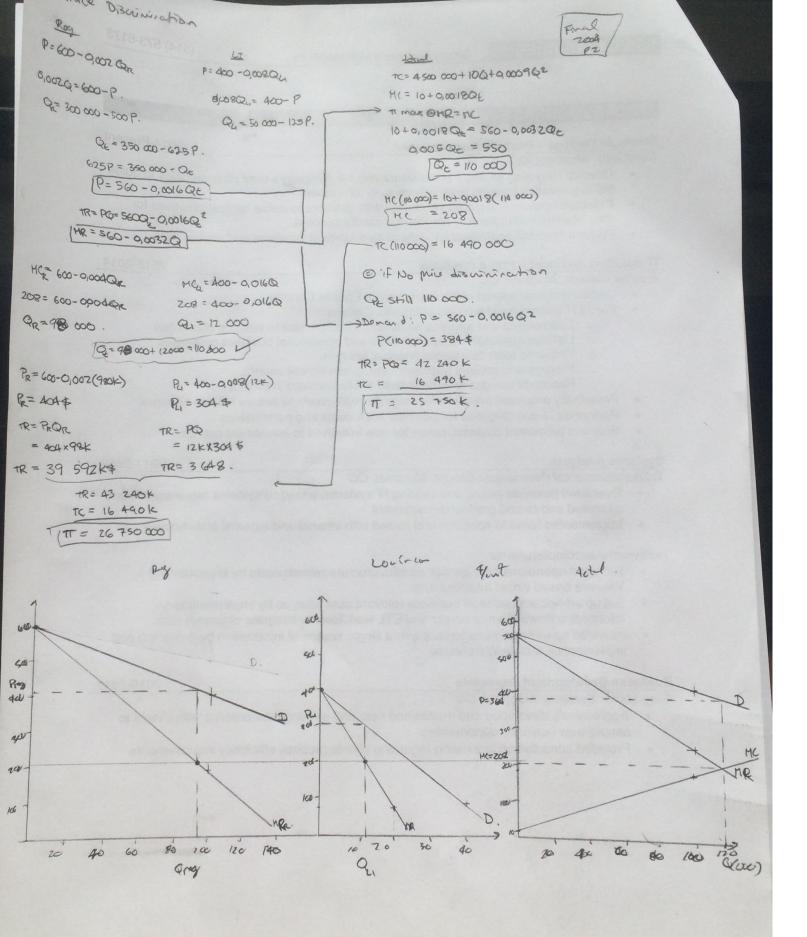
y = mx + b.

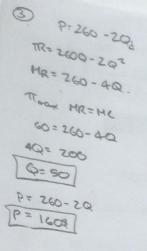
640 = -0,002 (40 000)+ b

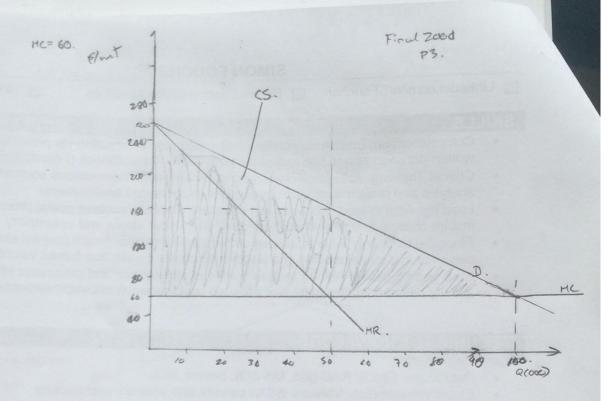
b= 720\$

P= -0.002Q+720\$









© PS= Ø.

CS = Area blus MC(S) & Demand.

intersection where D=MC

200-20=60 20=200 0=100

C5 = 100 × (260-60)= 10 000.

flot fee: \$10 000.

New price: \$60

Now Q: 100

MR=1000-0,10

(B)

Trace @MR=MC

1000-0,10=600

0,10=400

10=4000

P= 1000-405(4000) \$ht

P= 800\$

TR= PQ= 3,200 M\$

TC(400) = 2,90 M\$

300 K\$

(C) == & P Q

P= 1000-0,05Q

0,050 = 1000-P

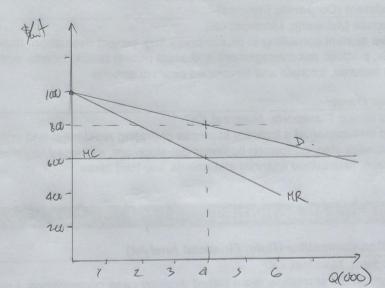
Q= 20000-20P.

80 = -20 8P

Ep= (-20) (800)

Mu = - 1

 $= -(\frac{1}{4+1})$ = $\frac{1}{3} = \frac{1}{3} = \frac{1}{$



TC= 500 000 + 600 Q

MC= 600.

