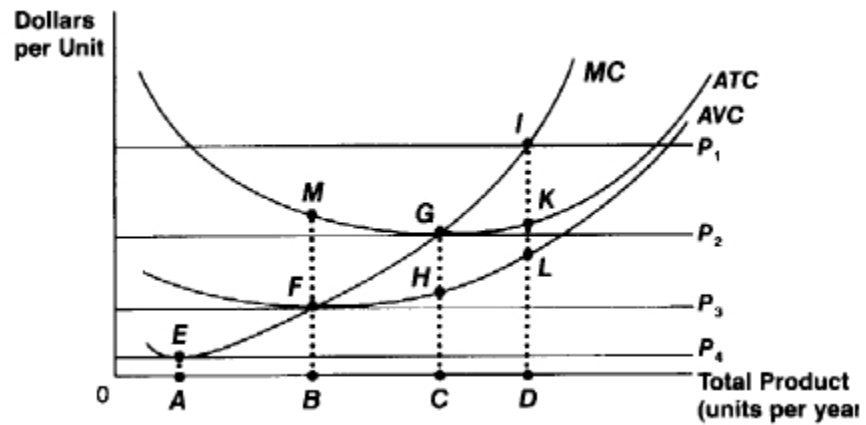


1. A firm operating in a perfect market maximizes its profit by adjusting
 - a. its output price until it exceeds average total cost as much as possible.
 - b. its output price until it exceeds marginal cost as much as possible.
 - c. its output until its marginal cost equals output price.
 - d. its output until its average total cost is minimized. www.vchowk.com

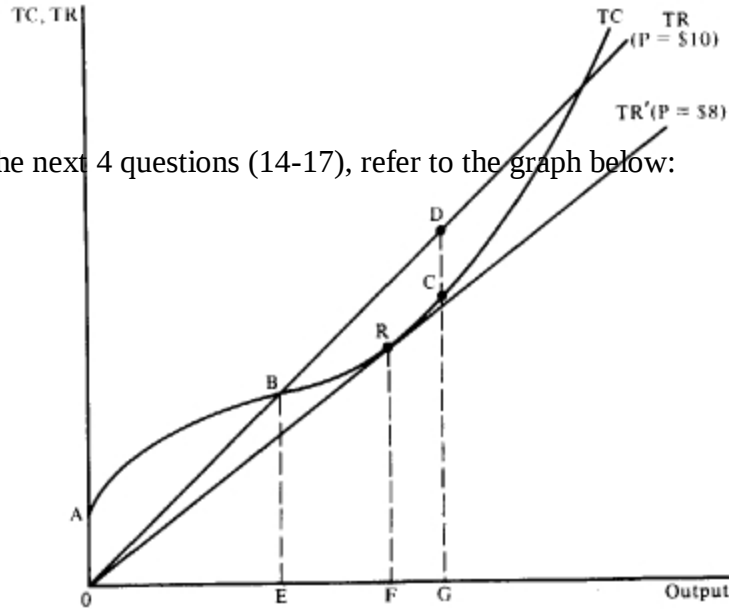
When answering the next 3 questions (2-4), refer to the graph below: www.vchowk.com

2. Assuming this firm maximizes profit, it will
 - a. produce OA at a price of $P4$.
 - b. produce OD at a price of $P1$.
 - c. incur a total cost of GC times OC at point I .
 - d. do all the above.
3. Assuming this firm maximizes profit, it will
 - a. procure OA regardless of price.
 - b. produce OA only at price of $P4$.
 - c. make a zero profit at price $P2$ (output OC).
 - d. make a profit of KL times OD at price $P1$.
4. Assuming this firm maximizes profit, it will
 - a. incur total fixed cost of KL at a price of $P1$.
 - b. incur total variable cost of HC at a price of $P2$.
 - c. supply varying quantities in the short run, depending on the price–quantities that one can read off on line EI .
 - d. make a loss of FM times OB at price $P3$.
5. In the short run, no firm operates with a loss, unless
 - a. variable cost equals fixed cost.
 - b. variable cost falls short of fixed cost.
 - c. total revenue covers variable costs.
 - d. total revenue covers fixed cost.
6. For a firm operating in a perfect market, its short-run supply is identical with the rising arm of
 - a. its marginal-cost curve. www.vchowk.com
 - b. its average-fixed-cost curve.
 - c. its average-total-cost curve.
 - d. none of the above.



7. A good's short-run supply curve is shifted to the right by
 - a. a fall in the good's price.
 - b. a rise in the prices of inputs used to make the good.
 - c. **an improvement in the technology of making the good.**
 - d. none of the above.
8. Being a price taker in a market means that the seller
 - a. charges each consumer the maximum that she will be able to pay for the product.
 - b. **has no choice but to charge the equilibrium price that results from the market supply and demand curves.**
 - c. takes her price from her average total cost curve.
 - d. sells her products at different prices to different customers.
9. The statement that marginal cost = marginal revenue leads to profit maximization of loss minimization is true
 - a. all the time.
 - b. only in the long run.
 - c. **only if marginal cost is rising at the point of equality.**
 - d. only if average total cost is falling at the point of equality.
10. In perfect competition, when economic profits exist in the short run, they are very tenuous because
 - a. costs will inevitably increase and eliminate profit.
 - b. **price will fall because market supply will increase.**
 - c. firms are driven to increase output in the short run to the point where average total cost will equal price.
 - d. firms are driven in the short run to reduce output until average total cost equals price.
11. When a profit-maximizing firm is at its short-run optimum point,
 - a. the average cost of the product is at its lowest possible point whether a profit is being made or not.
 - b. the firm will be shut down if its price is less than the average fixed cost.
 - c. the profit per unit of output will be at its maximum possible level.
 - d. all the above will be true.
 - e. **none of the above will be true.**
12. If a firm is producing where its $SMC = \text{price}$ and the LMC is less than LAC , then it would do better in the long run by
 - a. increasing output with its existing plant until LMC equals price.
 - b. **increasing plant size until LMC and SMC are identical and equal to price.**
 - c. decreasing plant size until LAC , SAC , and price are equal.
 - d. doing nothing because it is already at the long-run profit maximizing point.
13. The competitive firm maximizes its profit by operating where
 - a. average costs are at a minimum.
 - b. total revenue is at a maximum.
 - c. profit per unit is at a maximum.
 - d. **marginal cost equals price.**

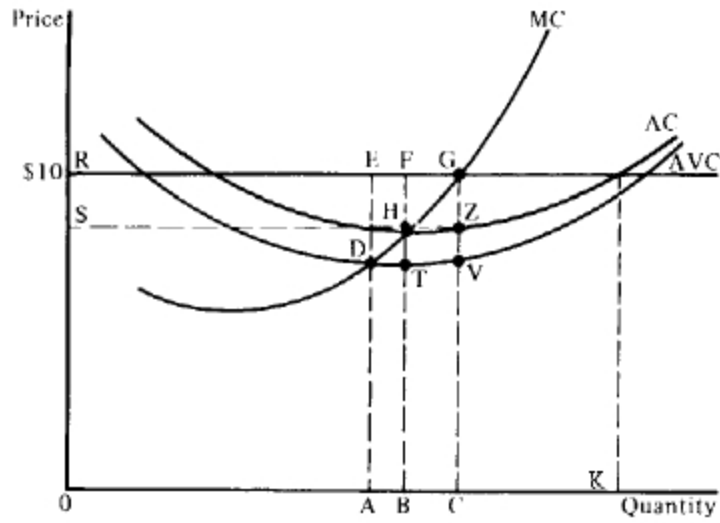
When answering the next 4 questions (14-17), refer to the graph below:



14. Assume that price is \$10. The profit maximizing level of output for the firm is
 - a. 0A.
 - b. 0E.
 - c. 0F.
 - d. 0G.
15. At the profit maximizing level of output at a price of \$10 the firm
 - a. is making economic profit.
 - b. is losing money.
 - c. is making zero economic profit.
 - d. none of the above.
16. When producing the profit-maximizing level of output at a price of \$10,
 - a. total fixed costs are 0A.
 - b. total profits equal DC.
 - c. average cost equals CG/0G.
 - d. all of the above.
17. If price fell to \$8,
 - a. the firm would decrease production to 0F and would be operating at a loss.
 - b. the firm would decrease production to 0F and would be earning a normal return.
 - c. the firm would decrease production to 0E where it would break even.
 - d. the firm would shut down.

When answering the next 5 questions (18-22), refer to the graph below:

18. Assume price is \$10. The profit maximizing level of output for the firm is
- 0A where marginal cost just covers AVC.
 - 0B where average profit per unit is the greatest.
 - 0C where marginal cost equals the \$10 price.
 - 0K where average cost equals average revenue and the firm earns a normal rate of return.
19. At the profit maximizing level of output, when price is \$10,
- the firm X is earning economic profit.
 - profits per unit are the greatest.
 - average variable cost equals ZC.
 - all of the above.
20. At output level 0C, profit per unit is equal to
- GZ.
 - ZV.
 - ED.
 - GC. www.vchowk.com
21. At output level 0C, total profits equal
- FHSR.
 - OSZC.
 - GZSR.
 - ORGC.
22. At output level 0C, average fixed cost is equal to
- ZV.
 - GZ.
 - ED.
 - VC.



23. For a competitive firm the demand curve
- is horizontal
 - coincides with the marginal revenue curve.
 - coincides with the average revenue curve.
 - all of the above.**
24. In the short run, if price falls, the firm will respond by
- shutting down.
 - equating average variable cost to marginal revenue.
 - reducing output along its marginal cost curve as long as marginal revenue exceeds average variable cost.**
 - none of the above.
25. In the short run, a competitive firm's supply curve is
- its average variable cost curve to the right of the marginal cost curve.
 - its marginal cost curve above the average variable cost curve.**
 - its marginal cost curves above its average cost curve.
 - the horizontal summation of the marginal cost curves.
26. In a constant cost competitive industry if price rises above its long-run equilibrium level, which of the following will not occur as the industry adjusts to a new LR equilibrium?
- New firms will enter the industry.
 - Economic profit will be eliminated.
 - Input prices will rise.**
 - Existing firms will increase production.
27. The term increasing cost industry is used to describe
- a firm with a rising average cost curve.
 - an industry subject to decreasing returns to scale.
 - an industry with a rising marginal cost curve.
 - an industry in which the prices of one or more inputs are bid up as output expands.**
28. Along the long-run supply curve, all of the following can vary except
- the level of profits.**
 - the number of firms in the industry.
 - input prices.
 - the level of input usage.
29. The short-run supply curve for a competitive industry is derived by
- horizontally summing the marginal cost curves for each firm in the industry.**
 - horizontally summing the average variable cost curves for each firm in the industry.
 - vertically summing the marginal cost curves for each firm in the industry.
 - none of the above.
30. Generally, supply is
- more elastic in the long run than in the short run.**
 - more elastic in the short run than in the long run.
 - more elastic the more firms in the industry.
 - more elastic the lower the input prices.

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