

GVM's GGPR College of Commerce & Economics,
Farmagudi- Ponda, Goa.

B.Com (Semester II) Intra Semester Assessment (ISA) I- Test, January 2020

MANAGERIAL ECONOMICS

Duration: 30 minutes

Marks: 10

Q 1 Answer **any two** from the following -

(3 x 2 = 6 marks)

- a) Cost Plus Pricing
- b) Entry deterring pricing
- c) Cyclical Pricing
- d) Objectives of Pricing policy (Any two)

Q 2 Answer **any two** from the following –

(2 x 2 = 4 marks)

- 1) Target Return Pricing
- 2) Going Rate Pricing
- 3) Peak Load Pricing
- 4) Dumping

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