

**Goa Vidyaprasarak Mandal's  
GOPAL GOVIND POY RAITURCAR COLLEGE OF  
COMMERCE & ECONOMICS, PONDA-GOA  
B.COM. CBCS (SEMESTER- II) EXAMINATION,  
JULY 2021  
MANAGERIAL ECONOMICS**

**Duration : 2 Hours**

**Marks : 40**

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**Q1) Answer the following questions in brief (Any 5) (2 x 5 = 10 Marks)**

- 1) Explain the concept of Going Rate Pricing
- 2) Objectives of Pricing Policy (**Any two**)
- 3) Concept of Economic Profit
- 4) Profit Limiting Factors (**Any two**)
- 5) Features of Capital Budgeting
- 6) Payback period Method
- 7) Concept of Risk free rate
- 8) Concept of Probability

**Q2) Answer the following questions (Any 6) (5 x 6 = 30 Marks)**

- a) Explain the concept of Full Cost Pricing with a suitable example.  
Point out its advantages and disadvantages.
- b) Describe the concept of Loss Leader Pricing with a suitable example.
- c) Explain the concept of Break- even point.
- d) Describe the methods of Profit Forecasting.
- e) Explain the Steps involved in Capital Budgeting.
- f) Explain the concept of Weighted Average Cost of Capital(WACC)
- g) Explain briefly Pure Strategy & Dominant Strategy.
- h) Describe briefly the application of Game theory in Economics.

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