

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

- A. Explain the concept of Marginal Cost Pricing
- B. Objectives of Pricing Policy (Any two)
- C. Concept of Accounting Profit
- D. Profit Limiting Factors (Any two)
- E. Features of Capital Budgeting
- F. Accounting Rate of Return Method
- G. Concept of Risk Premium
- H. 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 Penetration Pricing with a suitable example.
- c) Explain the concept of Break- even point.
- d) Write a note on - Profit Policy.
- e) Write a note on – Social Cost Benefit Analysis
- f) Explain the different sources of funds.
- g) Explain any two types of strategies adopted in Game theory.
- h) Describe briefly the concept of Prisoner's Dilemma.

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