

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.COM. (SEMESTER - II) EXAMINATION, APRIL 2016
MANAGERIAL ECONOMICS – II

Duration : 2 Hours

Marks : 80

INSTRUCTIONS : 1) All questions are compulsory.
2) Figures to the right indicate marks assigned
3) Draw diagrams wherever necessary.

Q 1) Write Short Notes on the following (**Any Four**) - (16)

- (1) Conditions of Equilibrium
- (2) Degrees of Price Discrimination
- (3) Role of Advertising in Monopolistic Competition
- (4) Cost Plus Pricing & Marginal Cost Pricing
- (5) Penetration Pricing & Price Skimming
- (6) Sealed Bid Pricing

Q 2) Write Short Notes on the following (**Any Four**) - (16)

- (a) Types of Profit
- (b) Role of Profit
- (c) Break –even chart
- (d) Features of Capital Budgeting
- (e) Social Cost Benefit Analysis
- (f) Any two sources of funds for long term financing.

Q 3 a) Explain any three features of perfect competition. Describe long – run equilibrium under perfect competition. (12)

OR

b) Define Monopolistic Competition. Explain the characteristics of Monopolistic Competition. (12)

Q 4 a) Explain the following pricing strategies –

- (1) Loss Leader pricing (2) Cyclical Pricing and (3) Retail Pricing (12)

OR

b) Explain any three general considerations involved in pricing and any three objectives of pricing policy. (12)

Q 5 a) Define Break – even analysis. Explain important concepts used in break – even analysis. (12)

OR

b) Explain any three reasons behind limiting profits. Describe the methods of profit forecasting. (12)

Q 6 a) What is capital budgeting ? Describe briefly its importance and Steps involved in capital budgeting. (12)

OR

b) Write notes on the following -

i) Approaches for determining size of capital budget. (6)

ii) Payback period method and Net Present Value Method. (6)
