

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.COM. (SEMESTER - II) SUPPLEMENTARY EXAMINATION
MAY/JUNE 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) Concept of Shut Down point
(2) Forms of Price Discrimination
(3) Features of Monopoly
(4) Cartels
(5) Product Bundling and Peak Load Pricing
(6) Cyclical Pricing
- Q 2) Write Short Notes on the following (Any Four) - (16)
(a) Concept of Profit
(b) Profit Policy
(c) Concept of Break – even point
(d) Concept of Capital Budgeting
(e) Approaches for Size of Capital Budget
(f) Social Cost Benefit Analysis
- Q 3 a) Define Monopolistic Competition. Explain the characteristics of Monopolistic Competition. (12)
OR
b) Define Oligopoly. Explain the main features of oligopoly. (12)
- Q 4 a) Write a note on Cost based and Competition based pricing. (12)
OR
b) Explain the objectives of pricing policy. Describe the various factors affecting pricing policy. (12)
- Q 5 a) Explain the concept of break – even analysis. Point out its assumptions, uses and limitations. (12)
OR
b) From the given data solve the following problem – (12)
Selling price ` 34 /- per unit. Variable cost ` 14/- per unit.
Fixed cost ` 2,80,000/- . Actual quantity sold = 40,000 units.
Calculate the following – (1) Contribution margin per unit,
(2) Break even point in units, (3) Break even point in Rs. (4) P/V Ratio.
- Q 6 a) Explain any three methods of project evaluation. (12)
OR
b) Define the term Cost of Capital. Explain different types of cost of capital. (12)
