

Goa Vidyaprasarak Mandal's
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA**
B.COM. (SEMESTER – II) SUPPLEMENTARY EXAMINATION
(New Course), MAY /JUNE 2019
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) Revenue concepts
 - (2) Shut down point
 - (3) Types of Price Discrimination
 - (4) Going rate pricing
 - (5) Loss leader pricing
 - (6) Dumping
- Q 2) Write Short Notes on the following (**Any Four**) - **(16)**
- (a) Gross Profit & Net Profit
 - (b) Role of Profit
 - (c) Concept of Contribution Margin
 - (d) Features of Capital budgeting
 - (e) Accounting Rate of Return Method
 - (f) Cost of Debt Capital
- Q 3.a) Define Monopolistic Competition. Explain the characteristics of Monopolistic Competition. **(12)**
- OR**
- b) Define Oligopoly & Explain the characteristics of Oligopoly. **(12)**
- Q 4. a) Explain the following pricing strategies – **(12)**
- 1) Price Skimming
 - 2) Penetration pricing
 - 3) Administered pricing
- OR**
- b) What is pricing policy? Describe objectives involved in pricing policy. **(12)**
- Q 5 a) Explain the concept of Break - even point and Margin of Safety. **(6)**
- b) Describe the different methods of profit forecasting. **(6)**
- OR**
- c) Describe the uses of Break even analysis **(6)**
- d) Point out the limitations of breakeven analysis. **(6)**
- Q 6. a) What is meant by capital budgeting? Discuss the steps involved in capital budgeting. **(12)**
- OR**
- b) Explain the different approaches for determining size of capital budget. **(6)**
- c) Describe the evaluation methods used in Social Cost Benefit Analysis. **(6)**
