

**Goa Vidyaprasarak Mandal's**  
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND**  
**ECONOMICS, PONDA-GOA**

**B.COM. (SEMESTER-II) EXAMINATION (Old Course), APRIL 2018**

**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) Degrees of Price discrimination
- (4) Cost plus pricing & Penetration pricing
- (5) Perceived value pricing & Loss leader pricing
- (6) Peak load pricing

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

- (a) Role of Profit
- (b) Profit limiting factors (any two)
- (c) Concept of Contribution Margin
- (d) Features of Capital Budgeting
- (e) Internal Rate of Return Method
- (f) Cost of Equity Capital & Cost of Retained earnings

**Q 3 a) Define Perfect Competition. Explain the characteristics of Perfect Competition. (12)**

**OR**

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

**Q 4 a) Explain the following pricing strategies –**

- 1) Multi - product Pricing    2) Transfer pricing    3) Retail Pricing (12)

**OR**

b) Explain objectives and factors involved in pricing policy. (12)

**Q 5 a) Explain the following concepts – i) C/S Ratio, ii) Break- even point iii) Safety Margin. (12)**

**OR**

b) Write a note on uses and limitations of Break – even analysis. (6)

c) Describe the methods of profit forecasting. (6)

**Q 6 a) Discuss the approaches for determining size of capital budget. (6)**

b) Explain Payback period method and Net Present Value (NPV) method. (6)

**OR**

c) Write notes on – (12)

- 1) Social Cost Benefit Analysis (SCBA)
- 2) Weighted Average Cost of Capital (WACC)