

**Goa Vidyaprasarak Mandal's**  
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND**  
**ECONOMICS, PONDA-GOA**  
**B.COM. (SEMESTER – II) EXAMINATION (New Course), APRIL 2019**  
**MANAGERIAL ECONOMICS – II**

**Duration : 2 Hours**

**Marks : 80**

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**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) Market structure on the basis of Competition
- (2) Equilibrium of a firm
- (3) Concept of Price discrimination
- (4) Marginal Cost Pricing
- (5) Loss leader pricing
- (6) Peak load pricing

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

- (a) Accounting Profit & Economic Profit
- (b) Profit Policy
- (c) Break – even Chart
- (d) Importance of Capital Budgeting
- (e) Payback Period Method
- (f) Cost of Debt Capital

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

**OR**

b) Define Oligopoly & Explain the characteristics of Oligopoly. (12)

**Q 4 a) Explain the following pricing strategies – (12)**  
1) Full Cost Pricing    2) Price Skimming    3) Retail Pricing

**OR**

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

**Q 5 a) Write a note on Profit limiting factors. (12)**

**OR**

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

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

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

b) Explain Net Present Value (NPV) method & Profitability Index method. (6)

**OR**

c) Write notes on – (12)

- 1) Types of Projects
- 2) Social Cost Benefit Analysis (SCBA)

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