

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.COM. CBCS (SEMESTER-II) REPEAT EXAMINATION, APRIL/MAY 2023
MANAGERIAL ECONOMICS

Duration : 2 hours

Marks: 80

Instructions:

- i) All questions are compulsory however internal choice is available.
- ii) Figures to the right in brackets indicate marks.
- iii) Use of non-programmable calculators is allowed.

Q. 1 Answer **any 4** of the following questions in not more than 100 words: **(4x4=16)**

- I. Penetration pricing.
- II. Entry deterring pricing.
- III. Going rate pricing.
- IV. Peak load pricing.
- V. Meaning of profit.
- VI. Nature of profit.

Q. 2 Answer **any 4** of the following questions in not more than 100 words: **(4x4=16)**

- a. Break Even chart.
- b. Assumptions of Break Even Analysis.
- c. Approaches to determine size of capital budget **(any two)**.
- d. Net present value (NPV).
- e. Profitability index (PI).
- f. Social cost benefit analysis.

Q. 3. a) Explain **any three** general consideration and **any three** objectives of pricing policy. **(12)**

OR

Q. 3. X) Describe the cost based pricing strategies. **(12)**

Q.4 a) Explain the uses and limitations of Break Even analysis. **(12)**

OR

Q.4 x) Describe **any three** profit limiting factors **(6)**

Q.4.Y) Explain the meaning and methods of profit forecasting. **(6)**

Q.5.a) Describe the steps in capital project evaluation (12)

OR

Q.5.X) Explain the sources of fund for long term financing (12)

Q.6.a) Explain in brief following business decisions making. (12)

i. Certainty

ii. Risk

iii. Uncertainty

OR

Q.6.X) write a short note on the following- (12)

i. Risk premium

ii. Risk adjustment

iii. Sources of business risk