

BCOM (II Semester) End Examination, April-2018
GOVERNMENT COLLEGE OF COMMERCE AND ECONOMICS, BORDA-MARGAO-
GOA

F.Y.BCom

MANAGERIAL ECONOMICS (CC 7)

Time: 2 Hours

Total Marks: 80

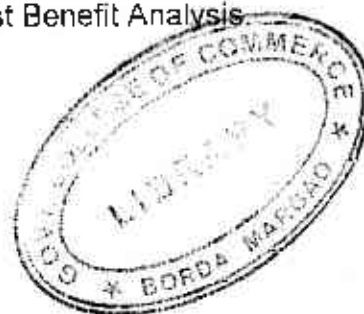
Instructions: (1) Attempt all questions.

(2) Figures to the right indicate full marks.

(3) Answer sub questions in Q1 & Q2 in not more than 100 words.

(4) Answer Questions 3 to 6 in not more than 400 words.

- Q.1. **Explain the following in brief;** (16)
1. Explain Marginal cost pricing policy.
 2. Any four factors determining pricing.
 3. Dumping.
 4. Normal and Supernormal profits.
 5. Contribution margin
 6. Uses of Break-even analysis.
- Q.2. **Explain the following in brief:** (16)
1. Payback method.
 2. Concept of capital budgeting and the stages in capital budgeting.
 3. Sources of funds for long term finance.
 4. Concept of risk and uncertainty.
 5. Prisoner's dilemma.
 6. Risk premiums.
- Q.3. a) Explain the Skimming and Penetration pricing policies. How are they different from each other? (12)
- OR**
- b) Write notes on Administered and Cyclical Pricing Strategies. (12)
- Q.4. a) With the help of a diagram explain the Break-Even chart. What are the limitations of the break-even analysis? (12)
- OR**
- b) What is profit forecasting? Explain the three methods of Profit forecasting? (12)
- Q.5. a) Explain the three approaches to determine the size of the budget. (12)
- OR**
- b) Write a note on the Social Cost Benefit Analysis. (12)



Q.6. a) What are the different steps involved in the analysis of risky decision making. (12)

OR

b) Explain the following; (12)

- 1) Nash Equilibrium
- 2) Game Theory

Managerial Eco Sem II: (APRIL 2018)