

BCOM (II Semester) End Examination, April-2019
GOVERNMENT COLLEGE OF COMMERCE AND ECONOMICS
BORDA-MARGAO-GOA
F.Y.BCom

MANAGERIAL ECONOMICS (CC7)

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.
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- Q.1. Answer any four of the following: (16)
1. Explain the Peak load Pricing strategy.
 2. What is dumping?
 3. Explain cyclical pricing.
 4. What is the difference between Net and Gross Profit?
 5. Explain the concept of Contribution Margin.
 6. Explain normal and supernormal profits.
- Q.2. Answer any four of the following: (16)
1. What is Capital Budgeting?
 2. Write a brief note on Pay Back method.
 3. Explain the different sources of funds for a firm.
 4. Write a note on the finite horizon.
 5. What is risk premium?
 6. Write brief note on risk and uncertainty in business.
- Q.3. a) Explain the Penetration and Skimming Price strategy. (12)
- OR**
- b) What are the factors that influence pricing decisions? (12)
- Q.4. a) Explain the breakeven analysis using the breakeven chart. (12)
- OR**
- b) Explain any six profit limiting factors. (12)
- Q.5. a) Write a note on the factors influencing investment decisions. (12)
- OR**
- b) Explain the Social Cost Benefit Analysis. (12)
- Q.6. a) What are the sources of business risk? (12)
- OR**
- b) Write a note on Game Theory (12)