

SARASWAT VIDYALAYA'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
KHORLIM, MAPUSA, GOA
F.Y. B.COM SEMESTER END EXAM, JULY 2021
SEMESTER-II CBCS (w.e.f. 2018-2019)
MANAGERIAL ECONOMICS (CC 7)

Max. Time: 2 hours

Max. Marks: 40

Q.1 Answer in brief, **any five** of the following questions: (2 x 5 = 10)

- a) State and explain any two objectives of pricing policy.
- b) What is peak load pricing?
- c) Explain the concept of gross profit and net profit.
- d) Explain any two methods of profit forecasting.
- e) State any four significance of capital budgeting.
- f) State any four objectives of social cost benefit analysis.
- g) List the assumptions of game theory.
- h) Explain the finite horizon method used for selection of a project.

Q.2 Explain in detail, **any six** of the following questions: (5 x 6 = 30)

- i. What are the general considerations for pricing policy?
- ii. Explain the competition-based pricing policy.
- iii. State and explain the profit limiting internal factors.
- iv. A retailer wants to sell T-shirts at the local fair. he purchases T-shirts at Rs.120 from the wholesaler. The booth rent in the fair is Rs. 6000.he decides to sell T-shirts at Rs.180 per piece. find out the number of T-shirts which must be sold to get the break-even point and also the break-even sales.
- v. Explain the steps involved in capital budgeting.

vi. Rank the following proposals according to Payback period.

Proposals	A	B	C	D	E
Initial outlay (Rs.)	60,000	88,000	2,150	20,500	4,25,000
Net annual cash flow (Rs.)	18,000	15,000	1,000	3,000	1,50,000
Life (in years)	15	25	5	10	20

vii. What are the sources of business risk?

viii. Explain the concept of Nash equilibrium.