

Repeat 807.

SARASWAT EDUCATION SOCIETY'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
KHORLIM, MAPUSA-GOA.
FYBCOM SECOND SEMESTER END EXAMINATION REPEAT APRIL, 2024
Managerial Economics (CC 7)

Duration: 2 hours

Marks: 80

Instructions: 1. All questions **compulsory**, however **internal choice** is available.

2. Answer sub questions **Question No. 1 and No. 2** in not more than 100 words.

3. **Question No 3 to No 6** in not more than 400 words.

4. Figures to the right indicate **maximum marks** allotted to questions.

5. Start **each main question** on fresh page.

Q.1 Answer in brief **Any Four** of the following questions: (4x4=16 Marks)

- 1) What is on going rate pricing?
- 2) Explain what is penetration pricing.
- 3) State the objectives of the pricing policy.
- 4) Explain what is break even quantity.
- 5) Describe any two roles of profits.
- 6) Explain any four assumptions of break-even analysis.

Q.2 Answer in brief **Any Four** of the following questions: (4x4=16 Marks)

- 1) State and explain the factors influencing investment decisions.
- 2) Define capital budgeting.
- 3) Explain the concept of cost of debt
- 4) Write a short note on significance of capital budgeting.
- 5) Explain the concept of risk under decision making.
- 6) Explain what is uncertainty under business decision.

Q3.A. Explain the three Cost-based strategies.

(12)

OR

Q3. B . Explain the product life cycle-based pricing.

(12)

P.T.O

Q4.A. State and explain the uses and limitation of break-even analysis. (12)

OR

Q4. B. Explain the various profit limiting factors. (12)

Q5. A. Explain the Social cost-benefit analysis. (12)

OR

Q5. B.Explain the approaches to determine the size of capital budgeting. (12)

Q6.A.Explain the sources of funds for long term financing. (12)

OR

B.Explain the types of projects under capital budgeting (12)

*****End*****