

**M.E. S's VASANT JOSHI COLLEGE OF ARTS & COMMERCE**  
**ZUARINAGAR, GOA**  
**B.COM. III SEMESTER END ASSESSMENT, OCTOBER/NOVEMBER 2024**  
**SUBJECT: ECONOMICS**

**ECO 232 - Managerial Economics**

**Instructions:** (i) All questions are compulsory.  
(ii) Draw diagrams wherever necessary.  
(iii) The use of simple calculator is permitted.  
(iv) Figures to the right indicate marks.

**DURATION: 02 HOURS**

**TOTAL MARKS: 60**

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**Q.1. Answer the following in about 50 words** **(6 x 2 = 12 Marks)**

- I. Define cartel.
- II. List any two types of revenue.
- III. Define product bundling.
- IV. State any two types of retail pricing.
- V. List the two types of capital.
- VI. Define cost of debt.

**Q.2) Answer the following in about 150 words** **(5 Marks)**

- A) Describe the scope of managerial economics in improving profitability of a business.

**OR**

**Q. 2) Answer the following in about 150 words** **(5 Marks)**

- A) Describe complementary and substitute goods.

**Q.2) Answer the following in about 150 words** **(5 Marks)**

- B) Define cost-plus pricing and export pricing.

**Q.2) Answer the following in about 50 words** **(2 Marks)**

- C) Identify any two factors affecting profit policy.

**Q.3) Answer the following in about 150 words** **(5 Marks)**

- A) Classify the features of monopolistic competition.

**OR**

**Q.3) Answer the following in about 150 words** **(5 Marks)**

- A) Compare market demand with market supply.

**Q.3) Answer the following in about 150 words** **(5 Marks)**

- B) Illustrate the cournot's duopoly model in strategic decision making.

**Q.3) Answer the following in about 50 words** **(2 Marks)**

- C) Indicate any two types of dumping.

**Q.4) Answer the following in about 150 words** **(5 Marks)**

- A) Classify any two factors affecting the demand for durable goods and non-durable goods.

**OR**

**Q.4) Answer the following in about 150 words** **(5 Marks)**

- A) Illustrate competition-based pricing methods.

**Q.4) Answer the following in about 150 words** **(5 Marks)**

- B) Identify the steps involved in capital budgeting.

**(2 Marks)**

**(5 Marks)**

ii) Average Cost (AC) per candle.

**(5 Marks)**

iii) Price per unit to achieve its target return.

**(5 Marks)**

Year 4: ₹60,000

ii) Based on the NPV calculation, should the company proceed with the project? Justify.

**(2 Marks)**

C) A factory produces 200 chairs at a total cost of ₹50,000. When the production is increased to 201 chairs, the total cost rises to ₹50,250. Calculate the Marginal Cost (MC) of producing the 201st chair.

[illegible]