

M.E. S's VASANT JOSHI COLLEGE OF ARTS & COMMERCE

ZUARINAGAR, GOA

B.COM (NEP) III SEMESTER END ASSESSMENT (REGULAR), OCTOBER/NOVEMBER 2024

ECO 232 ECONOMICS Managerial Economics (Multi-Disciplinary)

- 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

Q.1) Answer the following in about 50 words

(6 x 2 = 12 Marks)

- I. Define implicit cost and explicit cost.
- II. List any two features of monopoly.
- III. Define peak-load pricing.
- IV. Define cost-plus pricing.
- V. Define net present value.
- VI. Define profit maximization.

Q.2) Answer the following in about 150 words

(5 Marks)

- A) State any three economic concepts related to business decision making.

OR

Q.2) Answer the following in about 150 words

(5 Marks)

- A) Enumerate the features of perfect competition.

Q.2) Answer the following in about 150 words

(5 Marks)

- B) Describe perceived value pricing and loss-leader pricing.

Q.2) Answer the following in about 50 words

(2 Marks)

- C) Define duopoly.

Q.3) Answer the following in about 150 words

(5 Marks)

- A) Identify any three components of cost.

OR

Q.3) Answer the following in about 150 words

(5 Marks)

- A) Compare any two factors affecting the demand for essential goods and luxury goods.

Q.3) Answer the following in about 150 words

(5 Marks)

- B) Illustrate price skimming pricing strategy with the help of a diagram.

Q.3) Answer the following in about 50 words

(2 Marks)

- C) Identify the two primary types of capital that influence a company's overall cost of capital.

Q.4) Answer the following in about 150 words

(5 Marks)

- A) Indicate the importance of cyclical pricing in business decision-making.

OR

Q.4) Answer the following in about 150 words

(5 Marks)

- A) Identify the three types of revenue.

Q.4) Answer the following in about 150 words

(5 Marks)

- B) Illustrate the behaviour of firms under oligopoly with the help of kinked demand curve theory.

Q.4) Answer the following in about 50 words

(2 Marks)

- C) Compare sealed bid pricing with multi-product pricing.

