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BBA4edmC0110

Seat No: _____

B.B.A. Semester - 4 (CBCS) Examination

March/April- 2018

ECONOMICS FOR DECISION MAKING

Time: 2:30 Hours

Marks: 70

Instructions:

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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Que-1 Explain Predatory and Discriminatory competition. (14)

OR

Que-1 Explain the Concept of Price and non Price Competition (14)

Que-2 Discuss various objectives of pricing policy (14)

OR

Que-2 Explain cost plus pricing with its advantages and disadvantages (14)

Que-3 Define price differentiation. Explain Distributor's discount (14)

Que-3 What is meant by Dual Pricing? Discuss the merits and demerits of dual pricing.

Que-4 What is Break-Even Point? Explain with the help of chart. (14)

OR

Que-4 State the meaning of Break-Even analysis and examine its importance and limitations. (14)

Que-5 Define capital Budgeting Explain demand for capital and supply of capital (14)

OR

Que-5 Discuss Pay-Back method and Net Present value Index Method(NPV) (14)
