

B.B.A. Semester - 4 (CBCS) Examination
March/April-2023 [NEW COURSE]
Economics for Business Decisions(Allied)

Time: 2:30 Hours**Marks: 70****Instructions:**

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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Q.1 How does price competition differ from non-price competition? **(14)**

OR

Q.1 Explain Predatory and Discriminatory competition.

Q.2 What does price strategy mean? Discuss the main objectives of pricing policy. **(14)**

OR

Q.2 Explain cost plus pricing with its advantages and disadvantages.

Q.3 Define the concept of price differentiation. When is differentiation possible? **(14)**

OR

Q.3 Describe the types of price differentiation.

Q.4 Define break-even analysis. Clarify the usefulness of break-even analysis. **(14)**

OR

Q.4 Explain break-even point and break-even chart.

Q.5 What is capital budgeting? Discuss the pre-requisites of capital budgeting. **(14)**

OR

Q.5 Discuss Pay-Back method and Net Present value Method (NPV).
