

B.B.A. Semester - 4 (CBCS) Examination
March/April-2023 [OLD COURSE]
ECONOMICS FOR DECISION MAKING(CORE)

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 Explain concepts of price and non-price competition. **(14)**

OR

Q.1 Explain concepts of predatory, discriminatory and effective competition.

Q.2 Discuss various objectives of price policy **(14)**

OR

Q.2 Discuss skimming and penetration pricing.

Q.3 Define price-differentiation. Discuss postage stamp pricing. **(14)**

OR

Q.3 Discuss distributors discount.

Q.4 Discuss of break-even analysis with help of break-even chart. **(14)**

OR

Q.4 What is break-even analysis? Examine uses of break-even analysis.

Q.5 Define capital budgeting. Examine internal rate of return method of capital budgeting. **(14)**

OR

Q.5 Discuss nature of capital budgeting.
