

B.B.A. Semester - 4 (CBCS) Examination
March/April-2024 [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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Que.1 Explain concepts of price and non-price competition. (14)

OR

Que.1 Explain concepts of Fair, Unfair and Effective competition.

Que.2 Discuss various objectives of price policy. (14)

OR

Que.2 Discuss cost-plus pricing.

Que.3 What is a price-differentiation? Discuss dual pricing. (14)

OR

Que.3 Discuss distributors discount.

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

OR

Que.4 What is break-even analysis? What is Break-even Point. Examine uses of break-even analysis.

Que.5 Define capital budgeting. Examine pay-back method of capital budgeting. (14)

OR

Que.5 Discuss meaning and nature of capital budgeting.
