

B.B.A. Semester - 4 (CBCS) Examination
March/April-2024 [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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Que.1 Discuss fair and unfair competition. (14)

OR

Que.1 Explain the concept of price and non price competition.

Que.2 What is pricing policy? Explain factors affecting pricing policy. (14)

OR

Que.2 Write detailed notes on skimming and penetration pricing.

Que.3 Describe the types of price differentiation. (14)

OR

Que.3 Explain concept of postage stamp pricing and dual pricing.

Que.4 What is Break-Even analysis? Discuss the merits and demerits of break-even analysis. (14)

OR

Que.4 What is Break-Even point? Explain with the help of chart.

Que.5 Clarify concept of capital budgeting. Discuss nature of capital budgeting. (14)

OR

Que.5 Evaluate any two of the following method of investment appraisal.

(1) Pay-Back period method

(2) Return on investment method.

(3) Internal rate of return method.
