

B.B.A. Semester - 4 (CBCS) Examination
March/April-2025 [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.

Que.1	Explain the concept of price and non price competition.	(14)
OR		
Que.1	Explain Predatory and Discriminatory competition.	(14)
Que.2	What does price strategy mean? Discuss the main objectives of pricing policy.	(14)
OR		
Que.2	Write detailed notes on skimming and penetration pricing.	(14)
Que.3	Define price differentiation. When it is beneficial?	(14)
OR		
Que.3	Explain concept of postage stamp pricing and dual pricing.	(14)
Que.4	Define break-even analysis. Clarify the usefulness of break-even analysis.	(14)
OR		
Que.4	Explain break-even point and break-even chart.	(14)
Que.5	Clarify concept of capital budgeting. Discuss nature of capital budgeting.	(14)
OR		
Que.5	Discuss Pay-Back method and Net Present value Index Method (NPV).	(14)
