



MAX-161100010402

Seat No. _____

B. B. A. (Sem. IV) (CBCS) (W.E.F. 2016) Examination

March / April - 2018

Economics for Decision Making

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- Instructions :** (1) All the Questions carry equal marks.
(2) Questions are to be attempted as per the internal choice given.
(3) The marks to the questions are given on the right hand corner in bold.

1 Explain the concepts of Price competition and Non Price Competition. 14

OR

1 Explain the concepts of Fair and Unfair Competition. 14

2 Discuss the various factors affecting the pricing policy. 14

OR

2 Discuss the concepts of Skimming and Penetration Pricing. 14

3 Write a note on Distributor's discount and Quantitative discount. 14

OR

3 Write a note on Postage stamp pricing and Dual pricing. 14

4 Explain the meaning of Break Even Point. Discuss the methods to determine BEP. 14

OR

4 What is 'Break Even Analysis. Discuss the assumptions and uses of Break Even Analysis. 14

- 5** Write a note on Payback method and Net Present Value method of Capital Budgeting. **14**

OR

- 5** Define Capital Budgeting. Explain the concept of 'Demand for Capital and Supply of Capital' **14**
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