



MAZ-010-001404 Seat No. _____

B. B. A. (Sem. IV) (CBCS) Examination

March / April - 2018

404 : Managerial Economics : Paper - II
(Old Course)

Faculty Code : 010

Subject Code : 001404

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 Define a 'Market'. Explain in brief the classification of market. **14**

OR

1 Write a note on price and non price competition. **14**

2 State the various objectives of the pricing policy. **14**

OR

2 Write a note on Cost Plus pricing and Going Rate pricing. **14**

3 Explain in brief the concept of Distributor's Discount and Quantitative Discount. **14**

OR

3 Explain the concept of Postage Stamp pricing in detail. **14**

4 Explain the meaning of Break Even point. Explain it with the help of a chart. 14

OR

4 Discuss the uses and limitations of break even analysis. 14

5 What is Capital Budgeting ? Discuss the needs for capital budgeting. 14

OR

5 Explain in brief the concept of Demand for Capital and Supply of Capital. 14
