



RAH-161100010402 Seat No. _____

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

March / April – 2019

Economics for Decisionmaking

(New Course)

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

[Total Marks : 70

- Instructions :** (1) All 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 predatory competition and discriminatory competition. 14

OR

1 Explain the concepts of fair and unfair competition. 14

2 Discuss the objectives and importance of the pricing policy. 14

OR

2 Discuss in brief the various strategies of pricing. 14

3 Write a note on distributor discount and quantitative discount. 14

OR

3 What is price differentiation ? When does it become beneficial ? 14

4 What is break even analysis ? Discuss its assumptions and uses. 14

OR

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[Contd....

4 Explain the concept of break even chart with the help of a diagram. 14

5 What is capital budgeting ? Explain the payback and net present value of capital budgeting. 14

OR

5 Explain 'average rate of return' and 'internal rate of return' as a technique of capital budgeting. 14
