



RAJ-001-001404

Seat No. _____

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

March / April - 2019

Economics : 404

(Marginal Economics - II)

(Old Course)

Faculty Code : 001

Subject Code : 001404

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

[Total Marks : 70

- Instructions :** (1) All questions carry equal marks.
(2) Attempt all questions on the basis of internal options.

1 What is Market ? Explain in brief the classification of market. 14

OR

1 Explain fair and unfair competition. 14

2 What are the objectives of Pricing Policy ? Explain the factors affecting it. 14

OR

2 Explain Skimming and Penetration Pricing policy. 14

3 Write note on the following : (any two) 14

- (1) Distributor's discounts.
- (2) Quantitative discounts.
- (3) Postage stamp pricing.
- (4) Dual Pricing.

4 What is BEP ? Explain chart method of BEP. 14

OR

4 Explain the assumptions, usefulness and limitations of BEA. 14

5 What are the needs for capital budgeting ? Explain the sources of capital funds. 14

OR

5 What is capital budgeting ? Explain with criticism the pay-back period method of capital budgeting. 14