



DAG-190BBA402

Seat No. _____

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

April - 2022

Economics For Decision Making

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

[Total Marks : 70

- Instructions :** (1) Questions are to be attempted as per the internal choice given.
(2) The marks are shown on the right-hand side.

1 Explain the concept of Competition. Discuss price and non-price competition. **20**

OR

1 Define break-even analysis. Validate the usefulness of break-even analysis. **20**

2 Discuss the objectives and importance of the pricing policy. **20**

OR

2 Explain the concepts of skimming and penetration pricing. **20**

3 What is price differentiation ? When does it become possible and profitable ? **15**

OR

3 Discuss the types of price differentiation ? **15**

4 Which method would you apply to evaluate the profitability of investment proposal ? Give reasons. **15**

OR

4 Define capital budgeting. Explain demand for and supply of capital. **15**