



DX-161100010402

Seat No. _____

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

April - 2022

Economics for Decision Making

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

[Total Marks : 70

Instructions : (1) Each question carries equal marks.
(2) Attempt any five questions.

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| 1 | Distinguish between Price competition & Non-price competition. | 14 |
| 2 | Distinguish between Fair and Unfair competition. | 14 |
| 3 | What does price strategy mean ? Discuss the main objectives of pricing policy. | 14 |
| 4 | What is price policy ? Discuss in detail any two methods of pricing. | 14 |
| 5 | What is price discrimination ? State the conditions necessary for practising the policy of price discrimination. | 14 |
| 6 | Explain the policy of distributors discount and quantitative discounts. | 14 |
| 7 | What is break even point ? Explain with the help of a chart. | 14 |
| 8 | What is break even analysis ? Discuss uses and limitations of break even analysis. | 14 |
| 9 | Explain the meaning, prerequisites and features of capital budgeting. | 14 |
| 10 | Evaluate any two of the following methods of investment appraisal :
(1) Pay back period method.
(2) Average rate of return method.
(3) Discounted cash flow method. | 14 |