



DX-19BBA402

Seat No. _____

B. B. A. (Sem. IV) (CBCS) (W.E.F. 2019) Examination

April – 2022

**19BBA402 : Economics for Decision Making
(New Course)**

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

[Total Marks : 70

Instructions :

- (1) All questions carry equal marks.
- (2) Attempt any five questions.

- 1 Explain the concepts of price and non price competition. 14
- 2 What is BEP ? Explain its assumptions and chart. 14
- 3 What is cost plus pricing ? Explain its limitations and usefulness. 14
- 4 Write a detail note on skimming and penetration pricing. 14
- 5 What is price differentiation ? When does it become beneficial ? 14
- 6 Write a note on distribution discount and postage stamp pricing. 14
- 7 What is capital budgeting ? Explain the nature of capital budgeting and the concept of capital rationing. 14
- 8 Explain following methods of capital budgeting : 14
 - (1) Pay-back period method
 - (2) Average rate of return method.