



DK-010-001404

Seat No. _____

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

March-2022

Managerial Economics - 02 : 404

(Old Course)

Faculty Code : 010

Subject Code : 001404

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

[Total Marks : 70

- 1 Explain the concept of Market along with the classification of market. 14

OR

- 1 Explain in detail Price and Non-Price competition. 14

- 2 Write note (Any two) 14

- (1) Going rate pricing method.
- (2) Skimming and Penetration pricing.
- (3) Multi stage pricing
- (4) Cost plus pricing

- 3 Discuss Postage Stamp Pricing method in detail with a suitable example. 14

OR

- 3 Discuss Dual pricing method in detail with a suitable example. 14

- 4 What is Breakeven Point ? Discuss the concept with the help of a chart explaining all details mentioned in chart. 14

OR

4 Discuss the concept of Breakeven point along with its assumptions and limitations. 14

5 What is capital budgeting ? Why it is needed ? Also discuss various source of funds which can be used to finance long term investments ? 14

OR

5 Discuss **Any two** methods used for project appraisal. 14

(1) Average Rate of Return (ARR)

(2) Payback Period

(3) Net Present Value (NPV)

(4) Internal Rate of Return (IRR)
