



Seat No. _____

HI-161100010402
B. B. A. (Sem.-IV) Examination
April - 2023
Economics
(Economics for Decision Making)
(Old Course)

Time : $2\frac{1}{2}$ Hours / Total Marks : 70

Instructions :

- (1) All the questions carry equal marks.
- (2) Questions are to be attempted as per the internal choice given.

1 Explain the concepts of Price Competition and Non Price Competition. 14

OR

Explain the concepts of Fair and Unfair Competition. 14

2 Explain cost plus pricing, point out its advantages and disadvantages. 14

OR

What is skimming price policy ? Discuss the conditions for success of skimming price policy. 14

3 What is price discrimination ? Explain conditions for the possibility and profitability of price discrimination. 14

OR

Write a note on postage stamp pricing and dual pricing. 14

- 4 Explain the meaning of Break Even Point. Discuss the methods to determine BEP. 14

OR

What is 'Break Even analysis' ? Discuss the assumptions and uses of Break Even Analysis. 14

- 5 Write a note on Payback method and Net Present Value method of Capital Budgeting. 14

OR

Explain nature of capital budgeting problem and illustrate (ARR) average rate of return method. 14
