



Seat No. _____

HI-19BBA402
B. B. A. (Sem.-IV) (CBCS)
(W.E.F. 2019) Examination
April - 2023
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) Marks for each question are given on the right hand corner.

- 1 Explain with the help of a diagram the concept of Breakeven Analysis with its assumptions, uses. 20

OR

Explain the concepts of fair and unfair competition as well as price and non price competition.

- 2 Discuss the various objectives of pricing policy. Explain the various factors affecting pricing policy. 20

OR

Discuss the concepts of Skimming and Penetration Pricing as well as cost plus pricing policy.

- 3 Write a note on Postage Stamp Pricing and Dual Pricing. 15

OR

Write a note on Distributor's Discount and Quantitative Discount. 15

- 4 What is 'Capital Budgeting' ? Explain demand for capital and supply of capital. 15

OR

Discuss the payback method and net present value method of capital budgeting. 15