

B.B.A. Semester - 4 (CBCS) Examination**March/April- 2019****ECONOMICS FOR DECISION MAKING****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

Que-1 Explain the concept of predatory and discriminatory competition. (14)

OR

Que-1 Discuss fair and unfair competition.

Que-2 What does price strategy mean? Discuss the main objectives of pricing policy. (14)

OR

Que-2 Explain skimming pricing policy. Discuss the conditions necessary for the success of skimming pricing policy.

Que-3 Define price differentiation. When is price differentiation possible? (14)

OR

Que-3 Describe the types of price differentiation.

Que-4 What is break-even analysis? Examine the limitations of break-even analysis. (14)

OR

Que-4 Explain break-even point with help of a chart.

Que-5 What is capital Budgeting? Discuss the pre-requisites of capital Budgeting. (14)

OR

Que-5 Evaluate any two of the following methods of investment appraisal.

- (1) Pay-back period method.
- (2) Return on investment method.
- (3) Internal rate of return method.
