

B.B.A. Semester - 4 (CBCS) Examination
April/May -2022 [NEW COURSE]
Economics for Business Decisions (Allied)

Time: 2:30 Hours**Marks: 70****Instructions:**

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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Q.1 Clarify concepts of price and non-price competition. (14)

OR

Q.1 Examine fair, unfair and effective competition.

Q.2 Discuss objectives of and factors affecting to pricing policy. (14)

OR

Q.2 Discuss multi-stage pricing.

Q.3 What is price differentiation? Discuss distributor's discount. (14)

OR

Q.3 Explain concepts of Dual and postage stamp pricing.

Q.4 Discuss break even analysis with help of break even chart. (14)

OR

Q.4 Examine assumptions and uses of break even analysis.

Q.5 Discuss nature of capital budgeting. (14)

OR

Q.5 What is a capital budgeting? Explain pay back method of capital budgeting.
