

B.B.A. Semester - 4 (CBCS) Examination
April/May -2022 [OLD COURSE]
ECONOMICS FOR DECISION MAKING (CORE)

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 Explain concept of market. Classify market into different categories. (14)

OR

Q.1 Examine price and non-price competition.

Q.2 Discuss objectives of pricing policy. (14)

OR

Q.2 Discuss cost plus pricing.

Q.3 Define price differentiation. Discuss its objectives. (14)

OR

Q.3 Explain Quantitative discount.

Q.4 Define breakeven point. Describe assumptions of break even analysis. (14)

OR

Q.4 Examine uses of break even analysis.

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

OR

Q.5 Discuss net present value method of capital budgeting.
