

B.B.A. Semester - 4 (CBCS) Examination
March/April-2026 [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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| Que.1 | Explain concepts price and non-price competition. | (14) |
| OR | | |
| Que.1 | Discuss predatory and discriminatory competition. | |
| Que.2 | Discuss objectives of pricing policy and its determinant factors. | (14) |
| OR | | |
| Que.2 | Discuss cost-plus pricing method. | |
| Que.3 | What is price-differentiation? When it becomes profitable? | (14) |
| OR | | |
| Que.3 | Discuss in detail quantitative discount. | |
| Que.4 | Explain break-even point with help of break-even chart. | (14) |
| OR | | |
| Que.4 | Discuss uses and limitations of break-even analysis. | |
| Que.5 | Define capital budgeting. Discuss nature of capital budgeting. | (14) |
| OR | | |
| Que.5 | Write detailed not on pay-back method of capital budgeting. | |
