



# SHREE H. N. SHUKLA COLLEGE OF I.T. & MGMT.

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**SUB: ECONOMICS FOR BUSINESS DECISION**

**PRELIMS PAPER – 2022-23**

**B.B.A – 4**

**MARKS - 70**

- Q.1 (A) Explain the Price & Non-Price Competition. (10)  
(B) Explain the Fair & Unfair Competition. (10)

OR

- Q.1 (A) Explain the Merit & Demerits of Break – Even Analysis. (10)  
(B) Describe the Break - Even Chart & Uses Of Break Even Analysis (10)

- Q.2 Explain the Pricing Policy. Discuss various Objectives & Importance Of Pricing Policy. (20)

OR

- Q.2 (A) Explain Going-rate Pricing. (10)  
(B) Explain Customary Pricing & Peak-load Pricing. (10)

- Q.3 What is Price Differentiation ? Describe Any Two Types of Differentiation. (15)

OR

- Q.3 What is Price Differentiation ? When does Price Differentiation become Beneficial ? (15)

- Q.4 Describe Capital Budgeting. Explain Net Present Value Method & Profitability Index. (15)

OR

- Q.4 (A) Payback Method (5)  
(B) Average Rate of Return Method (5)  
(C) Internal Rate of Return (5)

\*\*\*\*\***BEST OF LUCK**\*\*\*\*\*