

G.V.M'S G.G.P.R. COLLEGE OF COMMERCE & ECONOMICS
FARMAGUDI, PONDA
INTRA SEMESTER ASSESSEMENT TEST - I
B.COM. SEMESTER II JANUARY 2013
BUSINESS ECONOMICS

MARKS:- 10

Duration:- 30 minutes

Q. 1) Fill in the blanks: (4 mks)

- 1) The price policy of charging high initial prices for new products is known as _____.
- 2) _____ pricing is associated with different firms belonging to same management or with multi-product firm.
- 3) _____ is the practice of price discrimination in international trade.
- 4) _____ price discrimination is based on blockwise differing prices.

Q. II) Answer ANY THREE of the following:- (3 x 2 = 6 mks)

- 1) Give any 2 objectives of Price Policy.
- 2) Define Rate of Return or Target Pricing.
- 3) Two reasons for Administered Pricing.
- 4) What is Dual Pricing. ?
- 5) Define Cost plus Pricing or Full cost pricing.

***** best of luck *****