

[5 & A-3] Seat No. \_\_\_\_\_

No. of Printed Pages : 1

# SARDAR PATEL UNIVERSITY

BBA Examination

3<sup>rd</sup> Semester

Wednesday

Date: 07/12/2016

Session: Evening

Time: 02.00pm to 04.00pm.

Subject/Course Code: Economic Analysis

Subject/Course Code: UMO3CBBA05

**Total Weightage/Marks: 60**

Q-1 (A) Explain the concept of income elasticity of demand. (08)

(B) Discuss the uses of promotional elasticity of demand. (07)

**OR**

Q-1 What is price elasticity of demand? Discuss the various methods of calculating elasticity of demand. (15)

Q-2 (A) Explain the significance of demand forecasting. (08)

(B) Explain various steps of survey method. (07)

**OR**

Q-2 What is demand forecasting? Explain the objectives of short run and long run demand forecasting. (15)

Q-3 (A) Explain the properties of Iso-quants. (08)

(B) Explain the Expansion path. (07)

**OR**

Q-3 Explain the principle of marginal rate of technical substitution. (15)

Q-4 (A) Explain the concept of shut-down point. (08)

(B) Explain the characteristics of perfect competition. (07)

**OR**

Q-4 Explain the price output determination of perfect competition under short run and long run. (15)