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SEAT No. _____

No. of Pages: 01

[23 & A-11] **Sardar Patel University**
Vallabh Vidyanagar - 388120

BBA (GEN) Semester III
UM03CBBA05 - Economic Analysis I

Date: 25th November 2017

Total Marks: 60

Time: 2.00 pm to 4.00 pm

Note: Figures to the right indicate marks,

Draw diagrams and cite examples wherever necessary.

Q.1 Explain the concept, methods of measurement and types of price elasticity. **(15)**

OR

Q.1 Explain the concept, types and uses of cross elasticity. **(15)**

Q.2 Explain various objectives and significance of demand forecasting. **(15)**

OR

Q.2 What is demand forecasting? Explain any three qualitative methods of demand forecasting. **(15)**

Q.3 What is production function? Explain Law of variable proportions. **(15)**

OR

Q.3 What is iso cost line? What is the effect of change in factor price and total outlay on iso cost lines? **(15)**

Q.4 Enlist the characteristics of perfect competition and explain short run equilibrium of a perfectly competitive firm. **(15)**

OR

Q.4 Explain the concepts of TR, AR and MR and discuss their relationship under imperfect competition. **(15)**

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