

Seat No.: _____

(S/A-4) SARDAR PATEL UNIVERSITY

BBA (IB) Examination 3rd Semester

Wednesday Date 07/12/2016

Evening Session Time: 02.00 pm to 04.00 pm

Subject/Course Code: MANAGERIAL ECONOMICS

Subject/Course Code: UMO3CBBB05/F05

Total Weightage/Marks: 60

-
- | | | | |
|-----------|-----|--|------|
| Q-1 | (A) | Explain the concept of opportunity cost with the help of example. | (08) |
| | (B) | Explain the discounting principle in brief. | (07) |
| OR | | | |
| Q-1 | (A) | Explain the concept of risk and uncertainty. | (08) |
| | (B) | Describe the objectives of firm. | (07) |
| Q-2 | (A) | Explain the application of theory of demand in relation to Subsidies in cash and kind. | (15) |
| OR | | | |
| Q-2 | | Explain the consumers' equilibrium with the help of budget line and indifference curve. | (15) |
| Q-3 | (A) | Explain the concept of cross elasticity of demand with the help of examples. | (08) |
| | (B) | Explain the importance of promotional elasticity of demand. | (07) |
| OR | | | |
| Q-3 | | What is demand forecasting? Explain various methods of demand forecasting. | (15) |
| Q-4 | (A) | Describe the properties of iso-quant curve. | (08) |
| | (B) | Least cost combination. Discuss. | (07) |
| OR | | | |
| Q-4 | | Explain the law of variable proportion with the help of iso-quant and iso-cost analysis. | (15) |
-