

[11 & A-6] Seat No.: _____

Total Number of Pages – 01

Sardar Patel University
Vallabh Vidyanagar
Semester End Examination –December 2016

BBA ITM Semester III
UM03CBBI03 - Economic Analysis I

Date: Wednesday, 07/12/2016
Time: 2.00 pm to 4.00 pm

Total Marks: 60

Note: Figures to the right indicate marks,
All the questions are compulsory,
Draw diagrams and cite examples wherever necessary.

- Q.1** Explain the meaning and types of Cross Elasticity of demand and income elasticity of demand. **(15)**
- Q.1** Write note on Price elasticity and Promotional elasticity. **(15)**
- Q.2** What is demand forecasting? Explain the objectives and significance of demand forecasting. **(15)**
- OR**
- Q.2** Write note on - Experts Opinion and Consumer Survey method. **(15)**
- Q.3** Explain Law of returns to scale in detail. **(15)**
- OR**
- Q.3** What is producer's equilibrium? Explain with the help of iso-cost line and iso-quant curve. **(15)**
- Q.4** Explain the concept of total revenue, average revenue and marginal revenue under perfect and imperfect competition. **(15)**
- OR**
- Q.4** A) Rising portion of the marginal cost curve is the supply curve under perfect competition – discuss. **(10)**
B) 'MR=MC' is not a sufficient condition of equilibrium – discuss. **(05)**

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