

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA(General)**  
**Semester: III**  
**Syllabus with effect from : JUNE 2012**

<b>Paper Code:</b> UM03CBBA05	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Economic Analysis - I	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>Elasticity of Demand</b> Price elasticity – Methods, types and Uses–Income elasticity –concept and uses- Cross elasticity –Concept, Types and Uses, Promotional Elasticity and its Uses.	<b>25 %</b>
<b>2</b>	<b>Demand Forecasting</b> Demand Forecasting -Meaning & its significance -objectives of short-run and long-run demand forecasting. Forecasting Methods : (a) Survey methods 1) Experts Opinion(2) Consumer interactions -Complete enumerations -Sample survey -End use method	<b>25 %</b>
<b>3</b>	<b>Production Function</b> Production and Production function -Firm., Iso-costs -properties of iso -quants - the principle of marginal rate of Technical substitutions -Least cost input combination - Expansion path -Explanation of law of variable proportion and Return to scale with Iso -quant -Iso -cost analysis .	<b>25 %</b>
<b>4</b>	<b>Revenue and Perfect Competition</b> Concept of Revenue-AR, MR and TR under perfect and imperfect competition, Characteristics and Price output determination under perfect competition, Supply curve, shut down point.	<b>25 %</b>

**Basic Text & Reference Books**

- Economic Theory And Operation Analysis – W.J. Baumol
- Managerial Economics – Samuel Paul
- Managerial Economics – Coyne
- Introduction To Managerial Economics – Savage And Small
- Managerial Economics – D.C. Hague
- Economic Theory – Stonier Hague
- Advance Economic Theory – H.L. Ahuja
- Managerial Economics – GopalKrishna
- Managerial Economics – G.S. Gupta

