SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. (Honours) Information Technology Management Program
Semester – III
UM03CBBI07 Economic Analysis – I
(w.e.f. June 2016)

Total Credits: 3
Total Marks: 100

Unit I: Elasticity of Demand   **25%**
Price elasticity – Methods, types and Uses–Income elasticity –concept and uses- Cross elasticity –Concept, Types and Uses, Promotional Elasticity and its Uses.

Unit II: Demand Forecasting   **25%**
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

Unit III: Production Function   **25%**
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 .

Unit IV: Revenue and Perfect Competition   **25%**
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.

Evaluation: Internal: 40 Marks
                   External: 60 Marks (Two – Hours Examination)

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 – Gopal Krishna
Micro Economics – Thomas W and Gaur A
Managerial Economics – G.S. Gupta