SARDAR PATEL UNIVERSITY
BBA (III Sem.) Examination
Saturday, 8th December 2012
2.30 - 4.30 pm
UM03CBBA05 - Economic Analysis I

Total Marks: 60

Notes: (1) Figures to the right indicate full marks of the question.
(2) Draw diagram's and cite example's wherever necessary.

Q.1
(a) Define price elasticity of demand. Distinguish elastic and inelastic [08] demand.
(b) Explain managerial uses of the concept of price elasticity of demand. [07]

OR

Q.1
(a) What is income elasticity of demand? State its uses for business [08] decisions.
(b) Define cross and promotional elasticity of demand. Explain types of [07] cross elasticity of demand.

Q.2 Explain meaning and various objectives of short-run and long-run [15] demand forecasting.

OR

Q.2 Explain the following methods of demand forecasting. [15]
(a) Complete enumeration
(b) Sample survey
(c) End-use

Q.3 What is Iso-Quant? Explain properties of Iso-Quant. [15]

OR

Q.3 Given the Iso-Quant of a firm and prices of two inputs, find conditions [15] that the firm must fulfill to produce a given output at least cost.

Q.4 Distinguish AR, MR and TR. Explain their relationship in perfect [15] competition and monopoly.

OR

Q.4 Discuss the equilibrium of a firm in short period under perfect [15] competition.

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