

SEAT No. \_\_\_\_\_

No of printed pages: 01

[26]

**SARDAR PATEL UNIVERSITY**  
VALLABH VIDYANAGAR - 388 120

Examination: January - 2021  
BBA (General) - SEMESTER 3  
UM03GBBA51 - ECONOMIC ANALYSIS 1

Date: 11<sup>th</sup> January, 2021  
Time: 10.00 AM TO 12.00 PM

Marks: 70

Note: Figures to the right indicate marks.  
Draw diagrams wherever necessary.  
Attempt ANY FOUR of the following.

- Q.1 Define and explain the concept of income elasticity? What are the types and uses of income elasticity? (17.5)
- Q.2 Write note on (12)  
(i) Types and methods of measurement of price elasticity, (5.5)  
(ii) Concept of Promotional elasticity.
- Q.3 Define demand forecasting? Explain its scope and steps in demand forecasting. (17.5)
- Q.4 Explain the opinion poll methods of demand forecasting in detail. (17.5)
- Q.5 What is budget line? Explain the effect of change in income of the consumer and prices of two goods on budget line. (17.5)
- Q.6 (i) What are the properties of indifference curve? (10)  
(ii) Write a note on consumer's equilibrium. (7.5)
- Q.7 What is production function? Explain the Law of diminishing returns in detail. (17.5)
- Q.8 What is an isoquant curve? What are the properties of iso-quant curves? (17.5)

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