

Seat No.: _____

(S/A-4) SARDAR PATEL UNIVERSITY**BBA (IB) Examination 3rd Semester****Wednesday Date 07/12/2016****Evening Session Time: 02.00 pm to 04.00 pm****Subject/Course Code: MANAGERIAL ECONOMICS****Subject/Course Code: UMO3CBBB05/F05****Total Weightage/Marks: 60**

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- Q-1 (A) Explain the concept of opportunity cost with the help of example. (08)
 (B) Explain the discounting principle in brief. (07)
OR
- Q-1 (A) Explain the concept of risk and uncertainty. (08)
 (B) Describe the objectives of firm. (07)
- Q-2 (A) Explain the application of theory of demand in relation to Subsidies in cash and kind. (15)
OR
- Q-2 Explain the consumers' equilibrium with the help of budget line and indifference curve. (15)
- Q-3 (A) Explain the concept of cross elasticity of demand with the help of examples. (08)
 (B) Explain the importance of promotional elasticity of demand. (07)
OR
- Q-3 What is demand forecasting? Explain various methods of demand forecasting. (15)
- Q-4 (A) Describe the properties of iso-quant curve. (08)
 (B) Least cost combination. Discuss. (07)
OR
- Q-4 Explain the law of variable proportion with the help of iso-quant and iso-cost analysis. (15)
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