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

No. of Printed Pages : 1

(A-1) SARDAR PATEL UNIVERSITY

BBA Examination Semester: III (2010 Batch)

Monday, Date: 26-11-2018

Session: Morning Time: 10.00 am to 12.00 pm

Subject Code: UMO3CBBA03/08 Paper No:

Subject/ Course Title: Economic Analysis - I

Total Marks: 60

Q-1 (A) Explain the concept of cross elasticity of demand with the help of example. (08)

(B) What do you mean by promotional elasticity of demand? Explain its uses. (07)

OR

Q-1 What is elasticity of demand? Explain various methods of measuring it in brief. (15)

Q-2 (A) Explain the objectives of long-run demand forecasting. (08)

(B) Describe the objectives of short-run demand forecasting. (07)

OR

Q-2 Discuss any two methods for demand forecasting in detail. (15)

Q-3 (A) Explain the meaning of iso-quants and iso-costs. (08)

(B) Write short note on Least cost input combination. (07)

OR

Q-3 Explain the principle of marginal rate of Technical substitutions. (15)

Q-4 (A) Explain the AR, MR under perfect and imperfect competition with the help of diagram. (08)

(B) Write short note on supply curve. (07)

OR

Q-4 Explain the Price output determination under perfect competition in short run and long run. (15)

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