

[20]

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

No. of Printed Pages : 1

(20) SARDAR PATEL UNIVERSITY

BBA (IB) Examination Semester: III

Thursday, Date: 29/11/2018

Session: Evening Time: 2.00 pm to 4.00 pm.

Subject Code: UM03CBBB05 Paper No:

Subject/ Course Title: Managerial Economics

Total Marks: 60

- Q-1 (A) Discuss the objectives of firm. (08)  
(B) Distinguish between Marginalism and incrementalism. (07)

OR

- Q-1 (A) Discuss the importance of Time perspective. (08)  
(B) Explain the Business decision process in brief. (07)

- Q-2 Explain the application of indifference curve analysis: Subsidies in cash and kind. (15)

OR

- Q-2 Explain the consumer's equilibrium with the help of indifference curve analysis. (15)

- Q-3 (A) What is Price elasticity of demand? Explain its importance. (08)  
(B) Write short note on Promotional elasticity of demand. (07)

OR

- Q-3 What is demand forecasting? Explain the consumer's intention survey methods of demand forecasting in detail. (15)

- Q-4 (A) Describe the properties Iso-quant curve. (08)  
(B) Explain the Producer's Equilibrium With the help of Least cost combination, (07)

OR

- Q-4 Explain the law of variable proportion with the help of iso-quant and iso-cost analysis. (15)

— X —  
(1)