SARDAR PATEL UNIVERSITY
B.B.A (ITM) (SEMESTER – III) EXAMINATION
Economic Analysis - I
UM03CBBI03

Date: 29-11-2018, Thursday

Time: 02:00 P.M. to 04:00 P.M.   Total Marks: 60

Q-1   Explain the concept, types and uses of Income Elasticity of Demand.   **(15)**

OR

Q-1 **(A)** Explain Point and Arc methods of measuring price elasticity of demand.   **(08)**

(B) Define the concept and uses of Promotional Elasticity.   **(07)**

Q-2   What is Demand forecasting? Explain significance and objectives of demand forecasting.   **(15)**

OR

Q-2   Discuss any three methods of demand forecasting in detail.   **(15)**

Q-3   What is production function? Discuss law of variable proportion in detail.   **(15)**

OR

Q-3   Explain the properties of Iso-Quants in detail.   **(15)**

Q-4 **(A)** Explain the Characteristics of perfect competition.   **(08)**

(B) Write a note : Shut Down Point.   **(07)**

OR

Q-4   Explain the price output determination of perfect competition under short run and long run.   **(15)**