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SEAT No. _____

No of printed pages:01

SARDAR PATEL UNIVERSITY

Semester End Examination 2018

SYBBA (ITM) 3 YEARS - SEMESTER 3
UM03CBB107 – ECONOMIC ANALYSIS 1

Date: 29TH NOVEMBER 2018, Thursday
Time: 2.00 PM TO 4.00 PM

Marks: 60

Note: Figures to the right indicate marks.
Draw diagrams wherever necessary.

- Q.1 A) What is price elasticity? What are the types of price elasticity? (07)
- B) Explain various Methods of measurement of Price elasticity. (08)
- OR**
- Q.1 A) What do you understand by promotional elasticity? (07)
- B) Define and explain the concept of cross elasticity and give its uses. (08)
- Q.2 What is demand forecasting? What are the short run and long run objectives of demand forecasting? (15)
- OR**
- Q.2 Discuss survey methods of demand forecasting. (15)
- Q.3 What is iso-cost line? Explain the effects of change in total outlay and change in factor prices on the iso-cost line. (15)
- OR**
- Q.3 Explain short run production function in detail. (15)
- Q.4 Attempt ANY TWO of the following - (7.5x2)
- A) Characteristics of perfect competition,
- B) Short run equilibrium of a perfectly competitive firm,
- C) Shut down point,
- D) Relationship between TR, AR and MR under imperfect competition.

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