SHREE NARAYANA COLLEGE OF COMMERCE

AHMEDABAD

Name of the Department: **BS(BBA)**
Subject: **SEC (Economics in Managerial Decision Making)**
Subject Code: **SEC – 236**
Class & Semester: **BS(BBA) SEMESTER – III**
Faculty Name: **DR. JIGNESH KAUANGAL**

ASSIGNMENT (2026 – 2027)

UNIT 1

1) What is Managerial Economics and discuss the scope of Managerial Economics.
2) Explain the scope and usefulness of Managerial Economics in decision-making process.
3) Define Managerial economics. Explain the nature of Managerial Economics.
4) What is Demand Forecasting and explain its importance.
5) Discuss the consumer survey method & Expert opinion method
6) Explain the usefulness of Managerial Economics in the decision-making of business.
7) Write a short note on "Trend Projection Method".

UNIT 2

1) Explain the meaning and types of Price Elasticity of Demand.
2) Discuss the factors affecting Price Elasticity of Demand.
3) Discuss the various methods of measuring Price Elasticity of Demand.
4) What is Income Elasticity of Demand and explain the different types of Income Elasticity of Demand.
5) Explain the various factors affecting Income Elasticity of Demand
6) What is Cross Elasticity of Demand and explain the factors affecting it.
7) Write a short note on Advertising Elasticity of Demand, explaining the factors affecting it.

Do as directed:

1) The content of Managerial Economics is based on the theory of the firm. (True / False)
2) Decision-making means choosing the best alternative (True/ False)
3) Ratio of the percentage change in Dx to the percentage change in Py is called __----------------- elasticity of demand.
4) If Ep=0, demand curve would be ------------------.

   a) Parallel to Y-axis   b) Parallel to X- axis

   c) Vertical to Y-axis   d) Vertical to X-axis
5) Active forecasts estimate the future situation in the light of a certain definite action initiated by the firm. (True / False)
6) Income elasticity of demand for an inferior commodity is --------------

   a) Positive   b) Negative

   c) Zero   d) None of the above

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