

# HERAMB COACHING CLASSES

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**FYBCOM/Economics**                      **Marks: 30**                      **Duration: 1Hr**                      **Date: 16/09/17**

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Q.1. Explain the concept: (any 3) (06)

1 Business Economics    2 Demand Schedule    3 Demand Function    4 Cross Elasticity    5 Promotional Elasticity

Q.2. Distinguish Between: (04)

1 Price Elasticity v/s Income Elasticity    2 Extension & Contraction in Demand v/s Increase & Decrease in Demand

Q.3. Solve the following: (10)

1 Find Cross Elasticity of Demand between X and Y. Comment on the relationship.

Price of Y	Demand for X
50	6000
100	8000

2 A Company can increase Sales from 1 Lakh Units to 2 Lakh Units by raising advertisement expenditure from Rs.50,000 to Rs. 1 Lakh. Find Promotional Elasticity of Demand.

3 Find the income elasticity of demand and explain the slope of demand.

Income	Rs.1000	Rs. 1500
Quantity Demand	1000 Units	1000 Units

Q.4. Write short notes: (any 2) (10)

1 Income Elasticity and its types

2 Cross Elasticity and its types

Factors determining Elasticity of demand

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