JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

Make-up Examination-Nov-2025

BBA – I Sem

COURSE CODE (CREDITS): 23BB1HS114 (4) MAX. MARKS: 25

COURSE NAME: MANAGERIAL ECONOMICS

COURSE INSTRUCTORS: ASA MAX. TIME: 1 Hour 30 Minutes

Note: Note: *(a) All questions are compulsory.*

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

Q.No	Question	CO	Marks
Q1	The *Royal Bengal Tigers* cricket franchise hosts its home matches in an arena that can accommodate 75,000 spectators. In the previous tournament, the average attendance per match was only 58,000, even though the average ticket price was ₹900. The price elasticity of demand for tickets is estimated to be –3.2. **a)** What new ticket price should the team set if it wants to ensure a full stadium? **b)** If the management reduces the ticket price further to ₹850, and the average attendance rises to 62,000, what would be the price elasticity of demand in this case?	3	2+3 = 5
Q2	AquaGlide Sports produces and sells high-performance kayaks. The company's marketing team estimates that the price elasticity of demand for its kayaks is –2.5. At present, the kayaks are sold at a price of $800, and the annual demand is 14,000 units. **a)** If the company decides to increase the price to $900, how many kayaks will it be able to sell each year? **b)** By how much will the company's total revenue change after this price increase?	3	1.5x2 = 3
Q3	Based on historical sales records, CrystalClear Water Solutions has developed the following trend equation for its premium water-purification cartridges: S=1500+120y where S represents annual sales (in units) and y represents time in years, with 2010 = 0. **a)** What is the projected sales for the year 2015? **b)** Cartridge demand is seasonal, and the company uses the following quarterly seasonal indices: Quarter 1: 85%; Quarter 2: 95%; Quarter 3: 120%; Quarter 4: 100% Using these seasonal indices, what are the quarterly sales projections for 2015?	2	2+2 = 4

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Q4	A shopper has a daily budget of ₹300 to spend on two goods: Good A and Good B. The price of Good A is ₹3 per unit, while the price of Good B is ₹6 per unit. Draw the consumer's budget line showing all possible combinations of Good A and Good B that the shopper can purchase with the ₹300 budget.	**2**	**4**
Q5	Write Short Notes (max 50 words) **a)** Opportunity Cost **b)** Law of Demand **c)** Cross Price Elasticity **d)** Arc Elasticity **e)** Demand Forecasting **f)** Indifference Curve	**1**	**1.5x6 = 9**