**ECONOMICS ASSIGNMENT**

**Instructions for doing the assignment:**

1. Every student needs to select a different company. If two students choose the same company, then the assignment of both students shall stand cancelled. **(No excuses shall be welcomed regarding this).**
2. It is compulsory to hyperlink all the genuine source documents which are required to complete the assignment without which no marks shall be given to the student.
3. It is compulsory to complete both parts of the assignment (A & B).
4. You are required to submit the assignments in soft as well as hard copy (For soft copy mail at Sourav.e17684@cumail.in by 26th august.
* Choose any company of your choice.
* Now choose any one product of that company of your choice.
* Open the audited balance sheet of the company and note down the sales figures for the last 5 years from the company's annual financials or annual reports. **(Compulsory to hyperlink the source document)**.
* Note down the selling price of the product for the last 5 years. **(Compulsory to hyperlink the source document)**
* Note the per unit selling price and total number of items manufactured each year.
* Calculate the **price elasticity** for that commodity for every year using the formula:

***(Percentage change in items manufactured every year / Percentage change in per unit price of the product)***

* Note down the amount for sales and total advertisement expenditure of the company every year for the last 5 years. **(Compulsory to hyperlink the source document)**
* Now calculate the **advertisement elasticity** of the company for the last 5 years using the formula:

***(Percentage change in items sales every year / Percentage change in advertisement expenditure)***