



DOON UNIVERSITY, DEHRADUN

End Semester Examination, 2015

School of Management

(IMBA-5years I Semester)

Course: IMBA 102 Business Economics I

Time Allowed: 3 Hours

Maximum Marks: 50

(Note: Attempt all sections.)

Section A

(10)

Q. Why is the knowledge of Managerial Economics necessary for Business Managers to discharge their managerial functions successfully. Explain with the help of example.

Section B

(2*5)

Write short notes on the following:

1. Demand & Supply
2. Law of diminishing marginal return
3. Cross elasticity of demand
4. Scope of managerial economics
5. Production Function

Section C

(10*3)

Attempt all questions:

1. What do you understand by demand forecasting? Elaborate various methods of demand forecasting.
2. Discuss Law of Supply & elasticity of supply. Write a note on cross elasticity of supply.
3. Illustrate & explain production function with one variable input.