

20-3-17



School of Management

Mid-Term Examination, 2017
IMBA- 201 Business Economics
IMBA-2nd Semester

Time Allowed: 2 Hours

Maximum Marks: 30

Attempt any ***three questions*** from the following:

1. What do you understand by macro economics? Explain its nature and scope.
2. Explain the features of monopolistic competition.
3. What is monopoly market? What are its features? How does it differentiate from oligopoly market?
4. Explain business cycle. What is the process of business cycle?
5. Define pricing strategy. What are the various types of pricing strategies?