

**GARISSA UNIVERSITY**

**SCHOOL OF BUSINESS AND ECONOMICS**

**END OF SEMESTER EXAMINAION FOR DIPLOMA IN BUSINESS MANAGEMENT**

**UNIT CODE: CBM 05 UNIT TITLE: INTRODUCTION TO ECONOMICS**

1. Define the following terms. (8marks)
2. Demand curve
3. Macro- economics
4. Micro-economics
5. Demand
6. Define the term economics (2marks)
7. Discuss the types of elasticity of demand (10marks)
8. Discuss the branches of economics (6marks)
9. Differentiate between demand and supply (4 marks)

**QUESTION TWO**

1. Explain factors affecting the size of national income (10marks)
2. Discuss any five limitations of consumer theory (10 marks)

**QUESTION THREE**

1. Discuss the factors of production (10 marks)
2. Describe any four advantages of a free Economy (8marks)

**QUESTION FOUR**

1. Discuss the difficulties encountered in measuring the national income? ( 10marks)
2. Explain any five types of financial marketing (10 marks)

**QUESTION FIVE**

1. Describe the assumptions of the law of demand (10 Marks)
2. Discuss any five types of market (10marks)