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Reg. No.	:	 •••••
Name :		

Third Semester M.A. Degree Examination, January 2023

Business Economics

BE 533 : BUSINESS COMMUNICATION

(2021 Admission)

Time: 3 Hours Max Marks: 75

PART – A

Multiple Choice questions. Each question carries 1 mark.

- 1. The elements of communication are:
 - (a) Source, Message, Channel, Receivers, Effect
 - (b) Source, Effect, Channel, Distance, Receivers
 - (c) Source, Channel, Message, Time, Effect
 - (d) Message, Channel, distance, Time, Effect
- 2. It is a business approach that contributes to sustainable development by delivering economic, social, and environmental benefits for all stakeholders:
 - (a) Corporate Social Responsibility
 - (b) Business ethics
 - (c) Social ethics
 - (d) Socio-economic benefits

3.		transfer of message or the flow of information from the top level of an inization to the lower level is referred to as:
	(a)	Horizontal communication
	(b)	Upward communication
	(c)	Downward communication
	(d)	Static Communication

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- (a) Headers, Design, Value
- (b) Design, Content, Value
- (c) Headers, Logos, Content
- (d) Design, Logos, Content
- 5. Who guides the discussion, making sure all sides of the issue are raised?
 - (a) Contributor
 - (b) Scribe
 - (c) Time keeper
 - (d) Facilitator
- 6. Discussion takes place when a group of individuals come together face to face and exchange information or take decisions on a group problem:
 - (a) Group discussion
 - (b) Public Meeting
 - (c) Brain storming
 - (d) Interview
- 7. It is the ability to accurately receive and interpret messages in the communication process:
 - (a) Reading
 - (b) Listening
 - (c) Mind mapping
 - (d) Remembering

8.	The	system	of	laws	and	guidelines	by	which	business	professionals	and
	corp	orations (ope	rate in	a fai	r, legal, and	mo	ral fash	ion:		

- (a) Business
- (b) Business Communication
- (c) Business law
- (d) Business Ethics
- 9. The purpose of the communication is:
 - (a) For instruction
 - (b) For information
 - (c) For evaluation
 - (d) All the above
- 10. It is altering the interpretation of the message by applying certain influences or biases:
 - (a) Filtering
 - (b) Active Listening
 - (c) Confidence
 - (d) Persuasive speaking

(10 ^

 $(10 \times 1 = 10 \text{ Marks})$

PART – B

Answer any seven questions. Each question carries 5 marks.

- 11. What are the different purposes of communication? Briefly explain any five of them.
- 12. Discuss the functions of business report and explain various types of business report.
- 13. What are the elements of a writing style?
- 14. What are the features of group discussion?

- 15. What are the advantages of e-mail?
- 16. How do you define non-verbal communication?
- 17. Distinguish between the upward and downward communication.
- 18. Differentiate between letter reports from a memo report.
- 19. What are the different steps involved in preparing a case study?
- 20. What physical factors cause barrier to communication?

 $(7 \times 5 = 35 \text{ Marks})$

PART - C

Answer any three questions. Each question carries 10 marks.

- 21. Briefly explain the role of communication in business and discuss the communication process.
- 22. Discuss the structure of a business report.
- 23. Explain the importance of Listening. Briefly explain the basic types of listening.
- 24. Define meeting. Briefly explain the purpose, advantages, and disadvantages of Meeting.
- 25. What steps are involved in making a good presentation?

 $(3 \times 10 = 30 \text{ Marks})$

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Reg. No.	. :	
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Third Semester M.A. Degree Examination, January 2023

Business Economics

BE 532 : DATA ANALYSIS FOR BUSINESS

(2021 Admission)

Time: 3 Hours Max. Marks: 75

PART – A

Multiple choice questions, each question carries 1 mark.

- 1. In a one-tailed test:
 - (a) The rejection region is split between the tails.
 - (b) The rejection region is in only one of the tails
 - (c) The p-value is always more than the significance level
 - (d) The p-value is less than the significance level
- 2. The optimal value of the objective function is attained at the points:
 - (a) On X axis
 - (b) On Y axis
 - (c) Corner points of the feasible region
 - (d) None of these

3.		n estimator is said to have minimum variance, which of the following ements is not implied?
	(a)	The estimator is efficient
	(b)	The probability that the estimate is a long way away from its the value is minimized
	(c)	Such an estimator would be termed 'best'
	(d)	Such an estimator will always be unbiased
4.	Whi	ch of the following is a non-zero-sum game?
	(a)	Competition among duopolists when market share is the payoff
	(b)	Chess competition
	(c)	Prisoner's dilemma
	(d)	All the above
5.	In C	Cobb-Douglas Production function $\alpha + \beta = 1$ indicates:

- - (a) Decreasing returns to scale
 - (b) Increasing returns to scale
 - (c) Constant returns to scale
 - (d) None of these

First order condition for profit maximization: 6.

(a)
$$\frac{d(TR)}{dQ} = \frac{d(TC)}{dQ}$$

(b)
$$\frac{d(TR)}{dQ} > \frac{d(TC)}{dQ}$$

(c)
$$\frac{d(TR)}{dQ} < \frac{d(TC)}{dQ}$$

- None of these (d)
- Maximize Z = 11x + 8y subject to $x \le 4$, $y \le 6$, $x + y \le 6$, $x \ge 0$, $y \ge 0$ (a) 44 at (4, 2)

 (b) 62 at (4, 0)

 (c) 48 at (4, 2)

 (d) 60 at (4, 2) 7.
- 8. A matrix which shows the gains and losses resulting from moves and counter moves is called:
 - Gain matrix (a)
 - (b) Loss matrix
 - (c) **Balanced matrix**
 - Pay off matrix (d)

- 9. The difference between the expected value of a statistic and the value of the parameter being estimated is called a:
 - (a) Sampling error
 - (b) Non-sampling error
 - (c) Standard error
 - (d) Bias
- 10. Type-I error occurs when:
 - (a) We accept HO when it is true
 - (b) We accept HO when it is false
 - (c) We reject HO when it is true
 - (d) We reject HO when it is false

 $(10 \times 1 = 10 \text{ Marks})$

PART – B

Answer any seven questions, each carries 5 marks.

- 11. The production function for a commodity is $Q = 10L 0.1L^2 + 15K 0.2K^2 + 2KL$ Where *L* is labour, *K* is capital and *Q* is production.
 - (a) Calculate the marginal products of two inputs when 10 units of each of labor and capital are used.
 - (b) If 10 units of capital are used, what is the upper limit for use of labour which a rational producer will never exceed.
- 12. Discuss the assumptions of Classical Linear Regression Model.
- 13. Describe the methods of Random and Non-random sampling in detail.

14. Solve the following game

$$A = \begin{vmatrix} 1 & 7 & 2 \\ 6 & 2 & 7 \\ 5 & 1 & 6 \end{vmatrix}$$

- 15. Discuss the various statistical software for data analysis in economics.
- 16. Maximize a function $Y = 5X_1X_2$ subject to $X_1 + 2X_2 = 8$. Solve this equation using Lagrange method.
- 17. Describe the various steps involved in hypothesis testing.
- 18. Briefly explain the components and characteristics of Linear programming.
- 19. State and prove the properties of Cobb-Douglas production function.
- 20. Discuss the uses of differential and difference equations in economics.

 $(7 \times 5 = 35 \text{ Marks})$

Answer any three questions, each carries 10 marks.

21. Obtain the dual of the following primal LP problem;

Maximize $Zx = X_1 - 2X_2 + 3X_3$ subject to the constraints

(i)
$$-2X_1 + X_2 + 3X_3 = 2$$

(ii)
$$2X_1 + 3X_2 + 4X_3 = 1$$
 and $X_1, X_2, X_3 \ge 0$.

- 22. Write a note the format of the research report.
- 23. Briefly explain the meaning and scope of Econometrics.

- 24. Optimise $Z = 4x^2 3x + 5xy 8y + 2y^2$ subject to x = 2y using Lagrange multiplier method.
- 25. Distinguish between Point estimation and Interval estimation. Explain various methods used for Point estimation.

 $(3 \times 10 = 30 \text{ Marks})$

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Reg. No.	
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Third Semester B.A. Degree Examination, November 2022

First Degree Programme under CBCSS

Economics

Complementary Course V

EC 1331 : INTRODUCTION TO INTERNATIONAL TRADE AND PUBLIC ECONOMICS

(2020 Admission)

Special Examination

Time: 3 Hours Max. Marks: 80

SECTION - I

- I. Answer all questions. Answer in one or two sentences.
- 1. Collective goods
- 2. Budget
- 3. Tax evasion
- 4. Death duties
- 5. Fiscal policy
- 6. Public debt

- 7. Sinking fund
- 8. Devaluation
- 9. Forex market
- 10. Capital account

$(10 \times 1 = 10 \text{ Marks})$

SECTION - II

- II. Answer any **eight** questions not exceeding one paragraph. Each question carries **2** marks.
- 11. Distinguish between social wants and merit wants.
- 12. What is meant by contingency find?
- 13. Distinguish between impact and incidence of taxes.
- 14. What are the sources of revenue of State governments in India?
- 15. What is capital gain?
- 16. Compare and contrast the public expenditure and private expenditure.
- 17. Write a note on plan and non-plan expenditure.
- 18. Distinguish between internal and external debt.
- 19. What is meant by repudiation of debt?
- 20. What is meant by terms of trade?
- 21. Distinguish between tariff and guota.
- 22. Write short notes on the free-trade area.
- 23. Define Balance of trade.

- 24. What is pump priming? When is it employed?
- 25. Explain the types of exchange rate.
- 26. Write a note on Trade restrictions.

 $(8 \times 2 = 16 \text{ Marks})$

SECTION - III

- III. Answer any **six** of the following. Each answer should not exceed **120** words. Each question carries **4** marks.
- 27. Distinguish between public good and private good with examples.
- 28. Explain the principle of maximum social advantage.
- 29. Discuss the principles of budgeting.
- 30. Explain the principle of equity in taxation.
- 31. What are the features of Indian tax system?
- 32. Critically examine the effects of taxation.
- 33. What are the objectives of public expenditure? Explain.
- 34. How does public expenditure affects distribution?
- 35. Discuss the features of Indian public debt.
- 36. Explain the International Trade as an Engine of Growth.
- 37. Critically examine the Leontief Paradox.
- 38. Explain difference between domestic trade and international trade.

 $(6 \times 4 = 24 \text{ Marks})$

SECTION - IV

- IV. Answer any **two** of the following. Each answer should not exceed **4** pages. **Each** question carries **15** marks.
- 39. What are the subject matters of public finance? Explain.
- 40. Discuss the types and classification of budget.
- 41. Explain the characteristics of a good tax structure.
- 42. Explain the causes of increasing public expenditure.
- 43. Discuss the various methods of public debt redemption.
- 44. State and explain the theory of comparative advantage.

 $(2 \times 15 = 30 \text{ Marks})$

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Third Semester M.A. Degree Examination, January 2023 Business Economics

BE 531 – ECONOMICS OF GROWTH AND DEVELOPMENT (2021 Admission)

		(2021 Au		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Tim	e : Tł	nree Hours		Max. Marks : 75
		PAR	T – A	
Mult	tiple (choice questions. Each question ca	arries	1 mark.
1.	Eco	nomic growth +	= Ec	onomic development
	(a)	Social Change	(b)	Structural Change
	(c)	Sustainable Change	(d)	Environmental Change
2.	Who	o among the following is not an adv	vocat	e of balanced growth strategy?
	(a)	Arthur Lewis	(b)	Ragner Nurkse
	(c)	Rosenstein Rodan	(d)	Albert Hirschman
3.		ich of the following is not a Susi	tainak	ole development goal targeted to be
	(a)	Gender Equality	(b)	Zero Hunger
	(c)	Space Research	(d)	Good Health and Well being

4.	The	HDI rank of India in 2022		
	(a)	132	(b)	146
	(c)	121	(d)	159
5.	Who	o consider development as 'freedor	n of c	choice'?
	(a)	Kaldor	(b)	Keynes
	(c)	Amartya Sen	(d)	Gunnar Myrdal
6.		famous article "Economic develo to	pmen	t with unlimited supplies of labour" is
	(a)	Arthur Lewis	(b)	Fei Ranis
	(c)	Harvey Leibenstein	(d)	Joan Robinson
7.	Acc valu	ording to Marx	is th	e only factor that generates surplus
	(a)	Land	(b)	Labour
	(c)	Capital	(d)	Organisation
8.	Whi	ch of the following is not an assum	ption	in Domar's growth model?
	(a)	Constant propensity to save		
	(b)	Changing capital output ratio		
	(c)	No time lag between stock of cap	ital ar	nd output
	(d)	Closed economy		

9.	The concept of social dualism is put forward by			
	(a) Benjamin Higgins	(b) Hla Mynt		
	(c) J.H. Boeke	(d) Samuelson		
10.	The book "The accumulation" of capi	tal is written by		
	(a) AK. Sen	(b) J.E. Meade		
	(c) Joan Robinson	(d) Samir Amin		

 $(10 \times 1 = 10 \text{ Marks})$

PART - B

Answer any **seven** questions, Each question carries **5** marks.

- 11. Point out the main features of Neo Liberalism
- 12. Explain the concept of Missing women
- 13. Write a note on SDG Index
- 14. Explain the main features of Endogenous growth theory
- 15. What do you mean by Multi Dimensional Poverty Index
- 16. Briefly explain the Prebisch Singer thesis on Unequal exchange
- 17. Explain the dependency theories of Samir Amin and Gunder Frank.
- 18. Give a note on Schumpeter's growth model.
- 19. Explain Marxian theory of Growth
- 20. Briefly explain Convergence and Divergence Hypothesis on International Development.

 $(7 \times 5 = 35 \text{ Marks})$

PART - C

Answer any three questions. Each question carries 10 marks.

- 21. Write an essay on Harrod-Domar growth model?
- 22. Write an essay on the World Systems theory of Emmanuel Wallerstein
- 23. Explain the evolution of Development Economics
- 24. Explain Neo Classical model of Robert Solow.
- 25. Examine Neo-Keynesian Model of Joan Robinson

 $(3 \times 10 = 30 \text{ Marks})$

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Name :	

Third Semester M.A. Degree Examination, January 2023

Business Economics

BE 234 : ECONOMICS OF TOURISM

(2010-2015 Admission)

Time: 3 Hours Max. Marks: 75

- I. Answer the following in **one** or **two** sentences.
- 1. Tourism Products.
- 2. Tourism Flows.
- 3. Trend Exploration.
- 4. Medical Tourism.
- 5. Monopolistic Competition.
- 6. Tourism Industry.
- 7. Intercosting Tourism.
- 8. Employment Multipliers.
- 9. Resource Conservation.
- 10. The Hedonic Pricing Method.

 $(10 \times 1 = 10 \text{ Marks})$

- II. Answer **any seven** questions. Each carries equal marks. **Each** answer should not exceed **500** words.
- 11. Discuss the concept of Tourism.
- 12. List out the economic characteristics of tourism industry.
- 13. Describe the single equation model.
- 14. Write a note on forecasting model.
- 15. Briefly describe the degree of market concentration.
- 16. Discuss the effects of Balance of Payments in tourism.
- 17. Describe the Gender Structure of tourism employment.
- 18. Discuss the effects of International tourism.
- 19. Analyse the environmental issues in tourism.
- 20. Explain the link between game theory and tourism.

 $(7 \times 5 = 35 \text{ Marks})$

- III. Answer **any two** questions. Each question carries equal marks. **Each** answer should not exceed **1200** words.
- 21. Explain the market structure in tourism industry.
- 22. Discuss the tour operators within the SCP framework.
- 23. Explain the methods of intercosting tourism transaction in the balance of payments.
- 24. Give an account for the total economic value of tourism

 $(2 \times 10 = 20 \text{ Marks})$

- IV. Answer **any one** question. Each question carries equal marks. **Each** answer should not exceed **1200** words.
- 25. Describe the current scenario of Tourism Industry in India.
- 26. Discuss the role of travel agencies in promoting tourism with reference to Kerala.

 $(1 \times 10 = 10 \text{ Marks})$

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PART – A

Multiple Choice Questions Each question carries 1 mark

- 1. Which of the following is not a problem of Industrial Sector in India?
 - (a) Regional Imbalances
 - (b) Inadequate Employment Generation
 - (c) Losses and Industrial Sickness
 - (d) Low-cost industrial economy
- 2. BIFR stands for ————
 - (a) Board for Industrial and Financial Reconstruction
 - (b) Bank for Industrial and Financial Reconstruction
 - (c) Board for Institutional and Financial Reconstruction
 - (d) Bank for Innovative and Financial Records

3.	A business arrangement where one party allows another party to use a busines name and sell its products or services is known as					
	(a)	A cooperative				
	(b)	A franchise.				
	(c)	An owner-manager business				
	(d)	A limited company				
4.	See	d capital assistance is				
	(a)	A long-term assistance				
	(b)	Initial assistance				
	(c)	A help for the purchase of seeds				
	(d)	A short-term assistance				
5.	An i	ndividual who starts, creates and manage a new business can be called as				
	(a)	intrapreneur				
	(b)	Entrepreneur				
	(c)	Professional Manager				
	(d)	Leader				
6.		is an individual who provides capital for a business or businesses t-up, usually in exchange for convertible debt or ownership equity.				
	(a)	angel investor				
	(b)	informal investor				
	(c)	seed investor				
	(d)	All the above				

	(a)	KSIDC
	(b)	KITCO
	(c)	DIC
	(d)	KINFRA
8.		advance given to cover the finance requirement during the time lag between sanctioning and disbursement of term loan by financial institutions is known
	(a)	Soft Loan
	(b)	Seed capital
	(c)	Capital subsidy
	(d)	Bridge loan
9.		gnment of any responsibility or authority to another person to carry out cific activities is known as
	(a)	Promotion
	(b)	Delegation
	(c)	Deputation
	(d)	All the above
10.		———— amongst the following is an internal cause of industrial sickness.
	(a)	Recession
	(b)	Ineffective sales promotion
	(c)	Changes in customer's demand
	(d)	Change in government policies.
		$(10 \times 1 = 10 \text{ Marks})$

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7. ———— offers comprehensive consultancy services to MSMEs in Kerala.

PART - B

Answer any **seven** questions, **Each** question carries **5** marks

- 11. Write a short essay on various institutions assisting entrepreneurs?
- 12. Briefly explain the main phases of Entrepreneurship Development programmes.
- 13. What are the functions of Entrepreneur?
- 14. Explain the main methods of financing venture capital.
- 15. Write a short essay on the difference between entrepreneur and manager.
- 16. Describe the factors influencing the selection of location of an enterprise.
- 17. What are the main Barriers of entrepreneurship?
- 18. Briefly explain the problems faced by Micro, Small and Medium enterprise.
- 19. Explain Stake holders and Shareholders Theories of Business ethics.
- 20. Give a note on Kerala Financial Corporation.

 $(7 \times 5 = 35 \text{ Marks})$

PART – C

Answer any three question, Each question carries 10 marks

- 21. Briefly explain about Make in India.
- 22. Write an essay on the role of corporate social responsibility on a firm's performance and explain CSR's benefits.
- 23. Explain industrial sickness and discuss the various remedial measures to overcome the sickness.
- 24. Define MSME's and explain the measures taken by the government for the promotion of MSMEs?
- 25. Distinguish between Project Report and Project Appraisal and explain the process of project appraisal.

 $(3 \times 10 = 30 \text{ Marks})$

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Third Semester M.A. Degree Examination, January 2023 Economics

EC 232: INTERNATIONAL ECONOMICS - I

(2018 Admission Onwards)

Time : Three Hours Max. Marks : 75

- I. Answer in one or two sentences.
- 1. Neo-Protectionism.
- 2. Import substitution
- 3. Protection
- 4. Transport cost
- 5. Import duty
- 6. Subsidies
- 7. Quotas
- 8. Fair trade
- 9. ASEAN
- 10. Foreign trade Multiplier

 $(10 \times 1 = 10 \text{ Marks})$

- 11. Write a note on relationship between Monopolistic competition and international trade.
- 12. What are the various types of integration?
- 13. Give an account of trade diversion.
- 14. Write a note on Voluntary export restraint and import expansion.
- 15. Discuss various types of Dumping.
- 16. What are the functions of European Union?
- 17. Discuss Linder's Volume of Trade theory.
- 18. Describe the effect of countervailing duty in the exporting and importing country.
- 19. What axe the problems of economic integration?
- 20. Write a note on capital saving technical progress.

 $(7 \times 5 = 35 \text{ Marks})$

- III. Answer any three in three pages.
- 21. Compare Krugman's model and Brander and Spencer's models.
- 22. Give an account of traded Vs Non traded goods.
- 23. Write a note on non-tariff barriers.
- 24. Critically evaluate the implications of Rybenzynski's theorem.
- 25. Illustrate Vemon's Product Cycle theory.

 $(3 \times 10 = 30 \text{ Marks})$

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Reg. No. :

Name :

Third Semester M.A. Degree Examination, January 2023

Economics

Optional

EC 203 — LABOUR ECONOMICS

(2018 Admission onwards)

Time: 3 Hours Max. Marks: 75

PART – A

Answer all questions. Define the following in one or two sentences.

- 1. Labour
- 2. Unemployment
- 3. Trade union
- 4. ILO
- 5. Rent seeking
- 6. Demand for Labour
- 7. Work participation rate
- 8. Educated unemployment

- 9. Industrialization
- 10. Collective Bargaining.

 $(10 \times 1 = 10 \text{ Marks})$

PART - B

Answer any seven questions. Each answer should not exceed 500 words.

- 11. Explain the peculiarities of supply of labour.
- 12. What are the factors determining the demand for labour?
- 13. Explain the wage policy in India.
- 14. Discuss the marginal productivity theory of wages
- 15. Explain the reasons for wage differentials.
- 16. Explain the role of trade unions in maintaining fair wages.
- 17. Examine the rural unemployment in India and programmes to reduce rural unemployment.
- 18. Discuss the measurement of unemployment in India.
- 19. Explain different types of unemployment.
- 20. Explain non-wage components of labour remuneration.

 $(7 \times 5 = 35 \text{ Marks})$

PART - C

Answer any three questions. Each answer should not exceed 1200 words.

- 21. Explain the important characteristics of labour market in developing countries.
- 22. Critically examine the wage fund theory

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- 23. Discuss industrial disputes and remedial measures.
- 24. Elaborate the Taskforce on employment opportunities 2001.
- 25. Discuss the achievements and failures of trade union movements.

 $(3 \times 10 = 30 \text{ Marks})$

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Third Semester M.A. Degree Examination, January 2023

Economics

EC 231 — MACRO ECONOMICS - I

(2018 Admission onwards)

Time: 3 Hours Max. Marks: 75

PART –

Answer **all** questions. **Each** question carries 1 mark.

- 1. Automatic stabilizers
- 2. Monetary transmission mechanism
- 3. Tobin's q ratio
- 4. Money multiplier
- 5. The Impossible trinity
- 6. Liquidity trap
- 7. Rational expectation hypothesis
- 8. User cost of capital
- 9. Ratchet effect
- 10. Floating exchange rate

 $(10 \times 1 = 10 \text{ Marks})$

PART - II

Answer any **seven** questions. **Each** question carries **5** marks.

- 11. Explain accelerator theory of investment.
- 12. How fiscal policy can be used to cure depression and unemployment according to Keynesian perspective. Explain.
- 13. Bring out the major features of Monetarism.
- 14. What do you mean by permanent income hypothesis? How does permanent income hypothesis resolve consumption puzzle?
- 15. Explain Patinkin's real balance effect.
- 16. Briefly examine the impact of fiscal and monetary expansion under fixed exchange rate system.
- 17. Explain robin's approach to speculative demand for money and show graphically the process of optimization of risk and return.
- 18. How monetary policy can be used for controlling inflation and unemployment?
- 19. Derive aggregate demand curve from IS LM Model with the help of a diagram.
- 20. Discuss Behavioural model of money supply determination.

 $(7 \times 5 = 35 \text{ Marks})$

PART-III

Answer any three questions. Each question carries 10 marks

- 21. Examine the neo classical three sector macro model as contrasted with the Keynesian three sector macro model.
- 22. Discuss Irving Fisher's Inter-temporal Choice model with budget constraint.

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- 23. Write down the classical model of employment and output determination. Is voluntary unemployment consistent with the classical model? Explain.
- 24. Examine Baumol's inventory approach to demand for transaction balance.
- 25. Explain the monetary approach to balance of payments under fixed and flexible exchange rate.

 $(3 \times 10 = 30 \text{ Marks})$

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Reg. No. :	
Name :	

Third Semester M.A. Degree Examination, January 2023

Business Economics

BE 231: MARKETING THEORY AND PRACTICE - I

(2010 – 2015 Admission)

Time: 3 Hours Max. Marks: 75

SECTION - A

Answer **all** questions. Each carries **1** mark.

- 1. Define Customer value.
- 2. Distinguish between marketer and prospect.
- 3. What is meant by branding?
- 4. Define Cannibalization.
- 5. Define core products.
- 6. Write a note on SWOT Analysis.
- 7. What is meant by value chain?
- 8. What is viral marketing?
- 9. What is market segmentation?
- 10. Define random sampling.

 $(10 \times 1 = 10 \text{ Marks})$

SECTION - B

Answer any **seven** questions. Each carries **5** marks.

- 11. Define Holistic Marketing. What are its components?
- 12. What is meant by customer relationship marketing?
- 13. Explain the meaning and importance of marketing mix.
- 14. Distinguish between domestic marketing and international marketing.
- 15. Explain Product Life Cycle.
- 16. Outline the importance of branding strategy.
- 17. What are core marketing concepts?
- 18. Discuss the components of market planning.
- 19. How do you ensure better customer satisfaction?
- 20. Explain the process for identifying research problem.

 $(7 \times 5 = 35 \text{ Marks})$

SECTION - C

Answer any two questions. Each carries 10 marks.

- 21. Discuss the key steps in Market and Demand Analysis.
- 22. Examine the linkages between capital investment and capital budgeting.
- 23. Elucidate different methods for identifying marketing strategies.
- 24. Explain various methods of demand forecasting.

 $(2 \times 10 = 20 \text{ Marks})$

SECTION - D

Answer any one questions. Each carries 10 marks.

- 25. Define Global Marketing. What are the driving forces in Global Marketing?
- 26. What are the factors affecting consumer behaviour and buying motives?

 $(1 \times 10 = 10 \text{ Marks})$

(Pages : 4)

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Name:

Third Semester M.A. Degree Examination, January 2023

Economics

Optional

EC 205 — MATHEMATICAL ECONOMICS

(2018 Admission Onwards)

Time: 3 Hours Max. Marks: 75

PART - I

Answer all questions.

- 1. The range of an inelastic demand curve is
 - (a) $1 < e < \alpha$

(b) 0 < e < 1

(c) -1 < e < 0

- (d) $0 < e < \alpha$
- 2. The relation between marginal revenue and price elasticity is
 - (a) MR = P(1/e 1)

(b) MR = P - e/P

(c) MR = P(1 - 1/e)

- (d) MR = e(1 1/P)
- 3. Total cost function of a producer is $C = 10 + 5Q + 2Q^2$. If price is 15, what is marginal cost of the producer in equilibrium?
 - (a) 10

(b) 5

(c) 15

(d) 4

4.	Which of the following measures of central tendency suits the data best if the objective is to assess the distribution of values?					
	(a)	Arithmetic mean	(b)	Mode		
	(c)	Median	(d)	Kurtosis		
5.	. What is the dual of a dual under linear programming?					
	(a)	Primal	(b)	Dual		
	(c)	Objective Function	(d)	Feasible solution		
6.	The	necessary condition for profit max	imisa	tion under monopoly is		
	(a)	P = MC	(b)	P = MR		
	(c)	AC = MC	(d)	MC = MR		
7.	The	concept of duality is applicable in				
	(a)	Consumption	(b)	Production		
	(c)	Profit function	(d)	All of the above		
8.	8. A demand curve, which is parallel to the horizontal axis, showing quantity, price elasticity equal to					
	(a)	Zero	(b)	Infinity		
	(c)	Less than one	(d)	One		
9.	Whi	ch one of the following is not an as	sump	otion of linear programming?		
	(a)	Constant output prices				
	(b)	Constant input prices				
	(c)	Increasing returns to scale				
	(d)	Technologically fixed factor propo	rtion			
10.	Give		$P = \gamma [0]$	$\delta L^{-\rho}$ + (1 - δ)K ^{-ρ}] ^{-$1/\rho$} . What is γ denoted		
	(a)	Distribution parameter	(b)	Substitution parameter		
	(c)	Returns to scale parameter	(d)	Efficiency parameter		
				$(10 \times 1 = 10 \text{ Marks})$		
		2	2	P - 5955		

PART – II

Answer any **seven** questions.

- 11. Distinguish between open and closed input output model.
- 12. Define Lerner's Index of monopoly power.
- 13. Explain Cobb-Douglas production function.
- 14. What is linear programming problem?
- 15. Given $q = a^{-p}$ find price elasticity.
- 16. Derive Roy's Identity through indirect utility functions.
- 17. Distinguish between ordinary and compensated demand functions
- 18. A firm has the following total cost and demand functions

$$C = q^3 - 50q^2 + 1000q + 2000$$
 and $R = 1525 - 5q^2$.

Find the profit maximizing level of output.

- 19. Given the utility function U = XY and budget constraint 4X + 5Y = 100. Find optimum quantity bundles of X and Y.
- 20. Explain prisoner's dilemma.

 $(7 \times 5 = 35 \text{ Marks})$

PART – III

Answer any three questions.

- 21. Derive the Slutsky theorem. Bring out its importance in economic analysis.
- 22. The production function of a commodity is given by $Q = 40F + 3F^2 1/3 F^3$ where Q is value of output and F is no. of units of output. Find maximum value of output and verify when AP is maximum, it is equal to MP.

P – 5955

- 23. State the Hawkin-Simon condition of viability.
- 24. Give an account on the use of derivatives in economics.
- 25. Explain the multiple plant and multiple product monopoly with the help of mathematical proof.

 $(3 \times 10 = 30 \text{ Marks})$

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Reg. No. :	 	•
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Third Semester M.A. Degree Examination, January 2023

Economics

EC 233 – PUBLIC ECONOMICS

(2018 Admission Onwards)

Time: 3 Hours Max. Marks: 75

PART - I

Answer all questions. Explain in a sentence or two.

- 1. Fiscal function
- 2. Internalization of externalities
- 3. Club goods
- 4. Wagner's Law
- 5. Optimal budget
- 6. Tax ratio
- 7. Internal burden of public debt
- 8. Conditional and unconditional grants
- 9. Shadow pricing
- 10. Fiscal policy

 $(10 \times 1 = 10 \text{ Marks})$

PART - II

Answer any seven questions. Each answer should not exceed 500 words.

- 11. What are externalities? Explain negative and positive externalities.
- 12. Examine the causes of deficit financing in India.
- 13. Define the concept of Zero-Base Budgeting. Give its need and pre-conditions.
- 14. Briefly examine Inter-Generation Equity theory of R.A Musgrave.
- 15. Discuss the main sources of finances of local self-government.
- 16. Explain public utility services. Give its classification and features.
- 17. Describe the factors influencing incidence and shifting of taxation.
- 18. Explain the reasons for the growth of public expenditure in India.
- 19. Examine the role and functions of Finance Commission in the federal set up.
- 20. Describe public debt management. Give its main principles.

 $(7 \times 5 = 35 \text{ Marks})$

PART – III

Answer any three of the following. Each answer should not exceed 1200 words.

- 21. Discuss the major causes that lead to market failure and write down the measures for addressing the problem of market failure.
- 22. Explain the various methods of debt redemption.
- 23. Examine the main theories of public goods.
- 24. Explain cost-benefit analysis and discuss various criteria of cost benefit approach. Which criteria is most suitable to the problems of developing countries?
- 25. What is meant by federal finance? Explain the system of financial adjustment in a federal system.

 $(3 \times 10 = 30 \text{ Marks})$

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