

**II B.A. ECONOMICS – CORE COURSE VII - MACRO ECONOMICS II (16ACCEC7)**

Time: Three hours

Maximum marks: 75

**Section – A (10 x 2 = 20 marks)**

Answer ALL Questions

1. Give the meaning of capital.
2. What is meant by Marginal efficiency capital?
3. Write the definition of multiplier.
4. Mention any two features of dynamic multiplier.
5. What do you mean by foreign trade multiplier?
6. Give the meaning of balanced budget multiplier.
7. Define the term acceleration.
8. Point out any two assumptions of acceleration.
9. What is macroeconomic policy?
10. State the meaning of general equilibrium.

**Section – B (5 x 5 = 25 marks)**

Answer ALL Questions choosing either a) or b)

- 11a) Distinguish between autonomous and induced investment.  
(Or)  
b) Enumerate the factors affecting marginal efficiency of capital.
- 12a) Explain the working of multiplier.  
(Or)  
b) Write a note on employment multiplier.
- 13a) Point out the criticisms leveled against balanced budget multiplier.  
(Or)  
b) Examine the nature of balanced budget multiplier.
- 14a) Outline the underlying principles of acceleration.  
(Or)  
b) Write a note on super multiplier.
- 15a) State the objectives of macroeconomic policy.  
(Or)  
b) How is IS curve derived? Explain.

**Section – C (3 x 10 = 30 marks)**

Answer any THREE Questions

16. Define investment. Explain the determinants of investment.
17. What are the assumptions and leakages of multiplier?
18. Discuss the significance of foreign trade multiplier. What are the criticisms against it?
19. Explain the operation of acceleration. State the assumptions involved in it.
20. Show diagrammatically IS-LM equilibrium.

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**II B.A. ECONOMICS – CORE COURSE VIII - MONETARY ECONOMICS (16ACCEC8)**

Time: Three hours

Maximum marks: 75

**Section – A (10 x 2 = 20 marks)**

Answer ALL Questions

1. What is barter system?
2. Define the term velocity of money.
3. What is speculative motive?
4. State the meaning of Real balance effect.
5. Write the definition of cash credit.
6. Why is RBI considered as custodian of foreign exchange reserves?
7. What is meant by trade cycle?
8. Mention any two features of recession.
9. Give the meaning of inflation.
10. What is innovation?

**Section – B (5 x 5 = 25 marks)**

Answer ALL Questions choosing either a) or b)

- 11a) Trace the evolution of money.  
(Or)  
b) Explain the concept of supply of money.
- 12a) Write a brief note on Tobin's portfolio balance theory.  
(Or)  
b) Why do people desire to hold cash?
- 13a) Give an account of nationalization of commercial banks.  
(Or)  
b) What are the items placed in balance sheet?
- 14a) Enumerate the phases of trade cycle.  
(Or)  
b) State the essential ideas of Hawtrey theory of trade cycle.
- 15a) Explain briefly the types of inflation  
(Or)  
b) Write a brief note on stagflation.

**Section – C (3 x 10 = 30 marks)**

Answer any THREE Questions

16. Critically examine Fisher's quantity theory of money.
17. Discuss Friedman's reformulated quantity theory of money.
18. Describe the various functions performed by Reserve Bank of India.
19. Explain Ricardian theory of trade cycle.
20. What are the causes and control measures of inflation? Explain.

**II B.A. ECONOMICS – ALLIED COURSE – STATISTICAL METHODS (16AAEC4)**

Time: Three hours

Maximum marks: 75

**Section – A (10 x 2 = 20 marks)**

Answer ALL Questions

1. What is correlation?
2. Give the meaning of regression.
3. State the definition of Time series analysis.
4. What are cyclical variations?
5. Write the definition of Association of attributes.
6. Define the term attribute.
7. State the meaning of null hypothesis.
8. Mention any two features of t-test.
9. What is test of goodness of fit?
10. Give the formula for Chi-square test.

**Section – B (5 x 5 = 25 marks)**

Answer ALL Questions choosing either a) or b)

11a) State the types of correlation.

(Or)

b) Distinguish between correlation and regression.

12a) State the merits and demerits of moving average method.

(Or)

b) Explain how irregular and cyclical variations measured.

13a) Find if A and B are independent, positively associated or negatively associated from the data given below:

(A) = 470, (B) = 620, (AB) = 320, N = 1000

(Or)

b) Eighty eight residents of an Indian city, who were interviewed during a sample survey, are classified below according to their smoking and tea drinking habits. Calculate Yule's coefficient of association and comment on its value

	Smokers	Non smokers
Tea drinkers	40	33
Non-tea drinkers	3	12

14a) A random sample of 27 pairs of observations from a normal population gives a correlation coefficient of 0.42. Is it likely that the variables in the population are uncorrelated?

(Or)

b) What are the properties of t-distribution?

15a) State the properties of Chi-square test.

(Or)

b) Define and explain Chi-square test.

**Section – C (3 x 10 = 30 marks)**

Answer any THREE Questions

16. Calculate correlation coefficient for the following data:

X	100	200	300	400	500	600	700
Y	30	50	60	80	100	110	130

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17. Explain the various components of time series.

18. What are the methods of studying association?

19. A sample of 100 tyres is taken from a lot. The mean of life of tyres is found to be 39,350 kms. with a standard deviation of 3,260. Could the sample come from a population with mean life of 40000 kms. Establish 99 % confidence limits within which the mean life of tyres is expected to lie.

20. Explain the practical uses of Chi-square test.

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**II B.A. ECONOMICS – NME II – SALESMANSHIP (16NMECM2B)**

Time: Three hours

Maximum marks: 75

**Section – A (10 x 2 = 20 marks)**

Answer ALL Questions

1. Who is sales person?
2. What is salesmanship?
3. Define the term prospecting.
4. What do you mean by relationship selling?
5. Write the definition of sales presentation.
6. What do you mean by selling?
7. Mention any two features of motivation.
8. What do you mean by personal grooming?
9. Define on line store.
10. Define ethics.

**Section – B (5 x 5 = 25 marks)**

Answer ALL Questions choosing either a) or b)

11a) Are salesmen born or made? Comment.

(Or)

b) State the types of salesman in brief.

12a) Explain the importance of relationship selling.

(Or)

b) Point out the objectives of transaction oriented selling.

13a) Narrate the utility of demonstration.

(Or)

b) Describe how objections are handled.

14a) Enumerate the recent trends in personal selling in the information age.

(Or)

b) Point out the qualities of retail sales person.

15a) Explain the rationale for training of sales force.

(Or)

b) Write a note on sales team professionalism.

**Section – C (3 x 10 = 30 marks)**

Answer any THREE Questions

16. What are the duties and responsibilities of sales person?
17. Explain the steps involved in selling process.
18. How is difficult customers handled? Point out the need for service after sales.
19. Write a note on sales territory and sales target.
20. Discuss the subject matter of sales force management.

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**II B.A. ECONOMICS – SBE II: INTRODUCTION TO MARKETING MANAGEMENT (16RE9:1SB)**

Time: Three hours

Maximum marks: 75

**Section – A (10 x 2 = 20 marks)**

Answer ALL Questions

1. What is marketing management?
2. Define the term selling.
3. What do you mean by marketing planning?
4. Give the meaning of marketing organisation.
5. Write the meaning of committee.
6. Who is marketing manager?
7. Mention any two features of advertising management.
8. State the definition of marketing audit.
9. What is meant by marketing risk?
10. State the meaning of media planning.

**Section – B (5 x 5 = 25 marks)**

Answer ALL Questions choosing either a) or b)

- 11a) State the features of marketing management.  
(Or)  
b) Describe the functions of marketing management.
- 12a) Why is marketing planning need?  
(Or)  
b) Mention any five responsibilities of marketing manager.
- 13a) How is marketing decision making?  
(Or)  
b) Explain the need for the study of marketing organisation.
- 14a) Narrate the types of conducting marketing audit.  
(Or)  
b) State the importance of marketing control.
- 15a) Examine the importance of advertising strategy.  
(Or)  
b) Describe the elements of ad. copy.

**Section – C (3 x 10 = 30 marks)**

Answer any THREE Questions

16. Distinguish between marketing management and sales management.
17. Enumerate the steps involved in marketing planning.
18. What are the types of marketing organisation? Explain in brief.
19. Discuss the methods of dealing with marketing risks.
20. How is effectiveness of advertising measured?