

B. A. II SEMESTER END EXAMINATION, APRIL 2019
ECONOMICS GE-ENTREPRENEURSHIP DEVELOPMENT

Duration: 02 Hours

Total Marks: 80

INSTRUCTIONS: 1] All questions are Compulsory.

2] Answer the sub-questions in Q I and Q II in 100 words each.

3] Answer the questions carrying 12 marks in 400 words each.

Q I Write short notes on *any four* of the following:

4 X 4 = 16

- i) Uses of Fund Flow Statement
- ii) Break even analysis
- iii) Administered Pricing
- iv) Marketing mix
- v) Perfect competition
- vi) Cost Plus Pricing

Q II Answer *any four* of the following questions briefly:

4 X 4 = 16

- i) Explain any two argument in favour of corporate social responsibility.
- ii) Examine the salient features of advertising.
- iii) Discuss the need for business ethics.
- iv) Explain any two factors affecting stress.
- v) What are the responsibilities of business towards its workers?
- vi) Distinguish between Eustress and Distress.

Q III A] Distinguish between Fund flow statement and Income statement.

12

OR

B] Examine the merits and demerits of any two channels of distribution.

12

Q IV A] The importance of Human Resource Management.

12

OR

B] Examine the role played by Advertising .

12

Q V A] Examine Income Tax Act, 1948.

12

OR

B] Examine the shops and establishment Act 1948

12

Q VI A] Illustrate the various approaches to stress management.

12

OR

B] Discuss the factors influencing Corporate Social Responsibility.

12
