

21/11/2022

Time: 3 hours

Marks: 100

- N.B.
1. All questions are compulsory
 2. Figures to the right indicate full marks.
 3. Draw a neat diagram wherever necessary.

Q1 A. Choose the correct answer and rewrite the statement (Any Ten)

10

1. Capital adequacy norms help to _____
 - a. Increase bank's profits
 - b. Maintain financial stability
 - c. Control inflation
 - d. Reduce balance of payments deficit
2. _____ is responsible for coordinating the Sustainable development goals in India.
 - a. Planning Commission
 - b. Home ministry
 - c. NITI Aayog
 - d. Ministry of Finance
3. Which of the following is not one of the benefits of FDI?
 - a. Culture of consumerism
 - b. Infrastructural development
 - c. Transfer of technology
 - d. Sectoral development
4. The average agricultural growth rate since 2000 is _____.
 - a. Less than 4%
 - b. 4%
 - c. 5%
 - d. Above 5%
5. Fair price shops protect the interest of _____.
 - a. Land lords
 - b. consumers
 - c. traders
 - d. businessman
6. Major part of the agricultural credit is supplied by _____.
 - a. Money lenders
 - b. Commercial banks
 - c. Co-operative banks
 - d. Landlords

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7. Industrialisation doesn't involve
a. Technological innovation ✓
b. Social changes
c. The relative decline of agriculture's share in the GDP
d. Green Revolution
8. Only financial institutions can participate in _____
a. Initial Public Offering
b. Offer for Sale
c. Further Public Offering ✓
d. Strategic Sale
9. Which of the following activities do not belong to the services sector in India?
a. Retail trade
b. Real estate
c. Insurance ✓
d. Automobile
10. Financial inclusion aims at providing financial services to _____
a. Industrialists
b. Poor people ✓
c. Foreign investors
d. Indian investors abroad
11. Which of the following is a part of the organised sector of Indian money market?
a. Indigenous bankers
b. Loan companies
c. Call money market ✓
d. Money lenders
12. The primary market does not include-----
a. Equity issues
b. GDR issues
c. Screen based trading ✓
d. Debt issues

Q1 B. State whether the following statements are TRUE or FALSE. (Any 10)

10

- ✓1. The macroeconomic stabilization aimed at demand management.
- ✓2. Social infrastructure has positive externalities.
- ✓3. Make in India has succeeded in achieving all its objectives.
- ✓4. Issue price is lower than procurement price. ✗
- ✓5. Finance from traditional sources is easy to access. ✗
- ✓6. A good and efficient marketing system is a must for agricultural progress.
- ✓7. MSMEs are, by and large, labour intensive.
- ✓8. Toxic waste cause pollution.
- ✓9. Tourism encourages the growth of other sectors. ✗
- ✓10. In the initial stage of development of an economy, the services sector dominates.
- ✓11. FDI is not permitted in the insurance sector in India. ✗
- ✓12. Capital market is a market for lending and borrowing short-term funds. ✗

Paper / Subject Code: 23113 / Business Economics V

- Q2. Answer **any two** of the following: 15
- A. Explain the rationale of new economic policy 1991.
 - B. Define social infrastructure. Discuss the role of social infrastructure in promoting inclusive growth in India.
 - C. Explain the benefits of FDI to the host country.
- Q3. Answer **any two** of the following: 15
- A. Explain the implications of National Agricultural Policy 2000.
 - B. Discuss the government measures to stabilize agricultural prices.
 - C. Explain the problems existing in Indian agricultural marketing.
- Q4. Answer **any two** of the following: 15
- A. Critically evaluate the progress made in the disinvestment process in India.
 - B. Discuss the recent policies and measures taken by the government for the development of the MSME sector.
 - C. What are the problems faced by the Indian healthcare industry? Discuss.
- Q5. Answer **any two** of the following: 15
- A. Discuss the challenges faced by the banking sector in India.
 - B. Explain the objectives and functions of IRDA.
 - C. Explain reforms introduced in Indian money market.
- Q6. Write short notes on **any four** of the following: 20
- A. Skill India
 - B. Non institutional sources of Agricultural finance
 - C. Agricultural market- enabling environment
 - D. Measures to promote tourism industry
 - E. Limitations of Indian money market
 - F. Role of SEBI

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TIME : 3 HRS.

(TOTAL : 100 MARKS)

1. ALL QUESTIONS ARE COMPULSORY.
2. MARKS ARE INDICATED AGAINST EACH QUESTION

1. (A) Select the most appropriate answer from the options given below (ANY TEN) (10)

1. _____ concept of marketing aims at balancing between profit, customer satisfaction and society's welfare.

- | | |
|---------------|--------------|
| a) Production | b) Marketing |
| c) Selling | d) Societal |

2. Marketing Decision Support System is an important component of _____.

- | | |
|---------------------------------|----------------------|
| a) Marketing Research | b) Product Research |
| c) Marketing Information System | d) Consumer Research |

3. _____ is an important element of Demographic Segmentation.

- | | |
|--------------|---------------|
| a) Age | b) Culture |
| c) Lifestyle | d) Usage rate |

4. A _____ passes through different stages or phases during the lifetime.

- | | |
|-----------|--------------|
| a) Plan | b) Product |
| c) Market | d) Promotion |

5. Service sector faces challenges due to _____.

- | | |
|---------------|------------------|
| a) Quality | b) Productivity |
| c) Efficiency | d) Intangibility |

6. Both cost oriented factors and market oriented factors influence _____.

- | | |
|--------------|--------------|
| a) Pricing | b) Promotion |
| c) Placement | d) Branding |

7. Warehousing creates _____ utility

- | | |
|---------|---------------|
| a) Time | b) Place |
| c) Form | d) Possession |

8. _____ is a form of consumer-oriented promotion techniques.

- | | |
|-------------------|-------------------------|
| a) Push Strategy | b) Exchange Offer |
| c) Trade Discount | d) Dealers' Conferences |

9. _____ is the first step in personal selling

- a) Presentation
- b) Approach
- c) Prospecting
- d) Follow-up

10. Identifying the weakness of the competitor and attacking is called as _____ Strategy

- a) Frontal attack
- b) Flank attack
- c) By pass attack
- d) Encirclement attack

11. _____ packets help in increasing sales in rural markets

- a) Elegant
- b) Sophisticated
- c) Large
- d) Sachet

12. Seeking protection against harmful goods is Right to _____

- a) Safety
- b) be heard
- c) education
- d) redressal

(B) State whether the following statements are True OR False: (ANY TEN) (10)

1. Exchange concept is the oldest concept of Marketing.
2. Marketing Research is a one-time activity.
3. In a single segment concentration strategy, the company selects a specific single market segment and offers a single product to that segment.
4. A company adopts the same marketing mix for all the products.
5. The main objective of penetration pricing is to capture a large market share.
6. Ease in identification is one of the essentials of good packaging.
7. Channel of distribution creates only place utility.
8. Advertising is a personal tool of communication.
9. Objection handling is one effective skill in personal selling.
10. Lowering the price to restrain competition is known as skimming the cream.
11. VOICE is the name of a Multinational firm.
12. Copying something of the leader is known as imitating strategy.

Q.No.2 Answer ANY TWO of the following:

(15)

- a) What do you mean by Marketing? Explain its Features.
- b) Discuss the process of Marketing Research.

- c) What is Consumer Behaviour? Discuss briefly various factors influencing consumer behaviour.

Q.No.3 Answer ANY TWO of the following: (15)

- a) What is Product Life Cycle? Explain how to manage different stages in the Product Life Cycle?
b) What are various strategies of product positioning?
c) Explain different objectives of pricing.

Q.No.4 Answer ANY TWO of the following: (15)

- a) Define the concept of Physical Distribution. What factors influence Physical Distribution?
b) Define Promotion-Mix. Discuss the elements of Promotion-Mix.
c) Define the concept of Sales Management. Discuss components of Sales Management

Q.No.5 Answer ANY TWO of the following: (15)

- a) Explain the role of consumer organizations in protecting consumers.
b) Explain the marketing strategies effective in Rural marketing
c) What are the skill sets needed for career in marketing?

Q.No.6 Write short Notes (ANY FOUR) (20)

- a) Strategic Marketing.
b) Data Mining.
c) Brand Equity.
d) Importance of Service Positioning.
e) Personal Selling.
f) Digital Marketing.
