

**PERIYAR INSTITUTE OF DISTANCE EDUCATION**  
**PERIYAR UNIVERSITY**  
(Reaccredited with 'A' Grade by the NAAC)  
SALEM – 636011



**B.A., ECONOMICS**



**REGULATIONS / SYLLABUS**  
**SEMESTER PATTERN**

[Candidates admitted from 2020 onwards]

## B.A., ECONOMICS

### REGULATIONS

1	<b>Programme</b>	“Programme” means a course of study leading to the award of a degree in a discipline.
2	<b>Course</b>	“Course” refers to a subject offered under the degree programme.
3	<b>Part I</b>	<b>Tamil / Other languages:</b> means “Tamil/other language s” offered under Part I of the programme.
4	<b>Part II</b>	<b>English:</b> means “English” language offered under Part II of the Programme.
5	<b>Part III</b>	<b>(Core Courses):</b> means “the core courses” related to the programme concerned including practical offered under Part III of the programme.
6	<b>Part III</b>	<b>(Allied Courses) :</b> means “Allied courses” offered under p art-III of the programme, which is in nature but related to the programme concerned
7	<b>Duration</b>	Means the stipulated years of study to complete a programme as prescribed by the University from time to time. Currently for the undergraduate programme the duration of study is THREE years. These regulations shall apply to the regular course of study in approved institutions / study centre / College of the University.
8	<b>Programme</b>	“Programme” means a course of study leading to the award of a degree in a discipline.
9	<b>Credits</b>	Means the weightage given to each course of study (subject) by the experts o the Board of Studies concerned.
10	<b>Credit System</b>	Means, the course of study under these regulations, where weightage of credits are spread over to different semesters during the period of study and the Cumulative Grade Point Average shall be awarded based on the credits earned by the students. A total of credits are prescribed for the Undergraduate Programme (Three years)
11	<b>Choice Based</b>	All Undergraduate Programmes offered by the University shall be under  Choice Based <b>Credit System</b> Credit System (CBCS). This is to enhance the quality and mobility of the students within and between the Universities in the country and abroad.

## II. ELIGIBILITY FOR ADMISSION TO THE COURSE

1	<b>Eligibility</b>	Candidate for admission to the first year of the UG degree programme shall be required to <b>have passed the higher secondary examination</b> (Academic or Vocational) conducted by the Govt. of Tamil Nadu or other examinations accepted as equivalent thereto by the Syndicate, subject to such other conditions as may be prescribed therefore.
2	<b>Duration of the Course</b>	The course shall extend over a period of <b>three years comprising</b> of six semesters with two semesters in one academic year.
3	<b>Course of Study</b>	<p>The course of study for the UG degree courses of all branches shall consist of the following</p> <p><b>Part - I</b></p> <p>Tamil or any one of the following modern/classical languages i.e. Telugu, Kannada, Malayalam, Hindi, Sanskrit, French, German, Arabic &amp; Urdu. The subject shall be offered during the <b>first four semesters</b> with one examination at the end of each semester.</p> <p><b>Part – II: English</b></p> <p>The subject shall be offered during the <b>first four semesters</b> with one examination at the end of each semester.</p> <p><b>Part – III</b></p> <p><b>Core subject</b></p> <p>As prescribed in the scheme of examination. Examination shall be conducted in the core subjects at the end of every semester.</p> <p><b>Allied Subjects</b></p> <p>As prescribed in the scheme of Examination, Seven subjects, <b>one each</b> in I, II, III and IV semester and V &amp; VI semester with two allied subjects.</p>
4	<b>Requirement to Appear for the Examinations</b>	<p>a) a candidate shall be permitted to appear for the university examinations for any semester (practical/theory) if</p> <ol style="list-style-type: none"> <li>He/she secures <b>not less than 75%</b> of attendance in the number of working days during the semester and</li> <li>His/her conduct has been satisfactory: Provided that it shall</li> </ol>

		<p>be open to the Syndicate, or any authority delegated with such powers by the Syndicate, to grant exemption to a candidate who has failed to earn 75% of the attendance prescribed, for valid reasons, subject to usual conditions and as per the Ordinance of the University.</p> <p>b) A candidate who has secured <b>less than 65% but 55%</b> and above attendance in any semester has to compensate the shortage in attendance in the subsequent semester besides earning the required percentage of attendance in that semester and appear for both semester papers together at the end of the later semester.</p> <p>c) A candidate who has secured <b>less than 55%</b> of attendance in any semester shall not be permitted to appear for the regular examinations and to continue the study in the subsequent semester. He/she has to rejoin the semester in which the attendance is less than 55%</p> <p>d) A candidate who has secured <b>less than 65%</b> of attendance in the final semester has to compensate his/her attendance shortage in a manner as decided by the concerned Head of the department after rejoining the same course.</p>
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### 5. Scheme of Examination

Total Marks	Max Marks	External Minimum alone	Passing for External	Internal Maximum Marks	Overall Passing Minimum for total marks (Internal + External)
100	75	30		25	40

<b>6</b>	<b>Restrictions to appear for the Examinations</b>	<p>a) Any candidate having arrear paper(s) shall have the option to appear in any arrear paper along with the regular semester papers.</p> <p>b) “Candidates who fail in any of the course of Part I, II &amp; III of UG degree examinations shall complete the course concerned <b>within 5 years</b> from the date of admission to the said programme, and should they fail to do so, they shall take the examination in the texts/ revised syllabus prescribed for the immediate next batch</p>
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		of candidates. If there is no change in the texts/syllabus they shall appear for the examination in that course with the syllabus in vogue until there is a change in the texts or syllabus. In the event of removal of that course consequent to change of regulation and / or curriculum after 5 year period, the candidates shall have to take up an equivalent course in the revised syllabus as suggested by the Chairman and fulfill the requirements as per the regulation for the award of the degree.			
7	Medium of Instruction and Examinations	The medium of instruction and examinations for the courses of Part I & II shall be the language concerned. For part III courses other than modern languages, the medium of instruction shall be either Tamil or English and the medium of examinations is English/Tamil irrespective of the medium of instructions.			
8	Passing Minimum	<p>A. A candidate who secures <b>not less than 40% in the University (external)</b> Examination and 40% marks in the external examination and continuous internal assessment put together in any course of Part I, II &amp; III shall be declared to have passed the examination in the subject (theory or Practical ).</p> <p>B. A candidate who passes the examination in all the courses of Part I, II &amp; III shall be declared to have passed, the whole examination.</p>			
9	Distribution	Table – 1(A): The following are the distribution of marks for external and internal for University (External) examination and continuous internal assessment and passing minimum marks for <b>theory papers of UG programmes</b> .			
Table – 1(B): The following are the Distribution of marks for the continuous internal assessment in the theory papers of UG programmes.					
Sl.No	For Theory UGC Courses	Distribution of Marks			
1	Tests (One best test out of 2 tests of 2 hours each	10	8	6	4
2	End semester model test (3 hours)	10	8	6	4
3	Assignment 2 Nos	5	4	3	2
	Total Marks	25	20	15	10

<b>SECTION A</b>	2 marks questions	10 X 2 = 20	10 questions – 2 each from every unit
<b>SECTION B</b>	Short answer questions of either (like 1.a (or) b	05 X 5 = 25	05 questions – 1 each from every unit
<b>SECTION C</b>	Essay type questions	03 X10 = 30	05 questions – 1 each from every unit

### COURSE OF STUDY

Part	Course Code	Course	Title of the Paper	CIA	University Exam	Total	Credit
<b>SEMESTER I</b>							
I		Language-I	Tamil –I	25	75	<b>100</b>	2
II		Language-I	English-I	25	75	<b>100</b>	2
III	BAC01	Core: I	Micro Economics-I	25	75	<b>100</b>	4
III	BAC02	Core : II	Indian Economy-I	25	75	<b>100</b>	4
III	BAA01	Allied-I	Principles of Commerce	25	75	<b>100</b>	3
<b>SEMESTER II</b>							
I		Language-II	Tamil –II	25	75	<b>100</b>	2
II		Language-II	English-II	25	75	<b>100</b>	2
III	BAC03	Core: III	Micro Economics-II	25	75	<b>100</b>	4
III	BAC04	Core : IV	Indian Economy-II	25	75	<b>100</b>	4
III	BAA02	Allied-II	Principles of Marketing	25	75	<b>100</b>	3
<b>SEMESTER III</b>							
I		Language-III	Tamil –III	25	75	<b>100</b>	2
II		Language-III	English-III	25	75	<b>100</b>	2
III	BAC05	Core: V	Monetary Economics-	25	75	<b>100</b>	4
III	BAC06	Core : VI	Public Finance-I	25	75	<b>100</b>	4
III	BAA03	Allied-III	Economic Statistics-I	25	75	<b>100</b>	3

### B.A.ECONOMICS

Part	Course Code	Course	Title of the Paper	CIA	University Exam	Total	Credit
<b>SEMESTER IV</b>							
I		Language-I	Tamil –IV	25	75	<b>100</b>	2
II		Language-I	English-IV	25	75	<b>100</b>	2
III	BAC07	Core: VII	International Economics	25	75	<b>100</b>	4
III	BAC08	Core : III	Public Finance-II	25	75	<b>100</b>	4
III	BAA04	Allied-IV	Economic Statistics-II	25	75	<b>100</b>	3

SEMESTER V							
I	BAC09	Core: IX	Macro Economics-I	25	75	<b>100</b>	4
II	BAC10	Core: X	History of Economic Thought	25	75	<b>100</b>	4
III	BAC11	Core: XI	Basic Econometrics	25	75	<b>100</b>	4
III	BAA05	Allied-V	Tamil Nadu Economy	25	75	<b>100</b>	3
III	BAA06	Allied-VI	Economics for Competitive Examinations	25	75	<b>100</b>	3
SEMESTER VI							
I	BAC12	Core: XII	Macro Economics- II	25	75	<b>100</b>	4
II	BAC13	Core: XIII	Human Resource Management	25	75	<b>100</b>	4
III	BAC14	Core: XIV	Business Economics	25	75	<b>100</b>	4
III	BAA07	Allied-VII	Entrepreneurship Development	25	75	<b>100</b>	3
III	BAA08	Allied-VIII	Economics of Insurance	25	75	<b>100</b>	3
		<b>Total</b>				<b>3800</b>	<b>96</b>

**B.A. ECONOMICS**  
**SEMESTER - I**  
**CORE I - MICRO ECONOMICS – I**

**Objectives:** To introduce basic concepts and definition of economics, to teach the students about the cardinal, ordinal approaches and theory of production.

**Unit I Definition and Scope of Economics**

Definition and Scope of Economics: Smith, Marshall and Robbin's approaches – Nature of Economics: Distinction between Micro and Macro Economics – Inductive and Deductive methods – Positive Vs Normative study – Static and Dynamic concepts.

**Unit II Cardinal Utility Analysis**

Cardinal Utility Analysis – Human Wants; Meaning and Types – Law of Diminishing Marginal utility– Law of Equi -marginal utility – Law of Demand – Extension and Contraction of Demand Vs Changes in Demand – Elasticity of Demand – Meaning, Types and Measurement – Marshall's Consumer Surplus.

**Unit III Ordinal Utility Analysis**

Ordinal Utility Analysis – Indifference Curves – Properties – Diminishing Marginal Rate of Substitution – Consumer Equilibrium – Price Effect, Income Effect and Substitution Effect.

**Unit IV Factors of Production**

Meaning: Land, Labour, Capital and Organization – Division of Labour – Production Function: Law of Variable Proportions and Law of Returns to Scale – Economies and Diseconomies of Scale.

**Unit V Cost Analysis**

Cost Concepts – Long Run and Short Run Cost Curves, Law of Supply; Concepts of Revenue – Relationship between Average Revenue, Marginal Revenue and Total Revenue.

**Text Books**

1. Cauvery.R., et.al, Micro Economic Theory.

**Reference Books**

1. Agarwal. H.S, Advance Economic Theory.
2. Chopra, Micro Economics.
3. Ahuja H.L, Micro Economics.
4. Jhingan, M.L, Micro Economics.
5. Sundharam K.P.M and Sundharam E.N, Micro Economics.



**Model Question Papers  
MICRO ECONOMICS-I**

**Time: 3 hours**

**Max: 75 Marks**

**Section - A (10 X 2=20)**

**Answer all questions**

**All questions carry equal marks**

1. What is Lionel Robin's definition to Economics?
2. Write a note on inductive method.
3. What is utility?
4. Define the Law of demand.
5. What are indifference curves?
6. Why Indifference curve slopes downward?
7. Define Labor.
8. What do you mean by capital?
9. What is Money cost?
10. What is meant by Opportunity cost?

**Section B**

**(5 X 5=25)**

**Answer all questions**

**All questions carry equal marks**

11. a) Explain the Adam Smith's definition to economics . Or  
b) Distinguish between micro and macro economics.
12. a) State and explain extension and contraction of demand. Or  
b) Write a note on consumer surplus.
13. a) Explain the marginal rate of substitution. Or  
b) State and explain substitution effect.
14. a) What do you mean by division of labor, discuss the advantages of division of labor. Or  
b) Examine the Functions of organizer.
15. a) Enumerate the Law of Supply. Or  
b) State and explain the relationship between Average revenue, marginal revenue and Total revenue.

**Section C**

**(3 X10=30)**

**Answer any three questions**

16. Explain the nature and scope of economics.
17. Examine the Law of Diminishing Marginal Utility
18. Elucidate consumer equilibrium under indifference curve analysis.
19. Examine the Law of Diminishing marginal returns
20. State and explain U shaped long run average cost curve.

**B.A. ECONOMICS**  
**SEMESTER - I**  
**CORE II - INDIAN ECONOMY - I**

**Objectives:** To acquire sufficient knowledge about Indian Economy, to teach major issues in Indian economy.

**Unit I Developing and Developed Countries**

Meaning, Features of Indian Economy-Determinants of Development, Background and Structure of Indian Economy.

**Unit II Resources and Development**

Natural resources and Economic Development-Principles of Resource Development-Natural Resources of India.

**Unit III Human Resource and Population Problem**

Population Demographic features – Theories of Demographic Transition-causes and measures of controlling High growth rates of population. Human Development Index (HDI) – Meaning and measurement.

**Unit IV Agriculture**

Agriculture – Its place and role in the National Economy – crop pattern – causes for low productivity – Green Revolution-Food Problem.

**Unit V National Income**

Concepts of GNP, NNP, PCI - Methods of Calculating National Income- Trends in National Income since 1991 - Difficulties in Measuring National Income.

**Text Books**

1. Dutt R. & K.P.M. Sundharam, Indian Economy.
2. Mishra&Puri, Indian Economy.
3. Sankaran, S, Indian Economy.

**Reference Books**

1. Agarwal, A.N., Indian Economy.
2. Garg, V.K., Indian Economic Problems.
3. DhingraI.C, Indian Economy.

**B.A. ECONOMICS  
SEMESTER - I  
INDIAN ECONOMY -I**

**Time: 3 hours**

**Max: 75 Marks**

1. What is meant by economic development?
2. What do you mean by economic growth?
3. Specify any three natural resources in India.
4. Write about forest resources in India.
5. Expand HDI.
6. What is Birth rate?
7. What is meant by crop pattern?
8. Write a note on food problem.
9. State the meaning of GNP.
10. Define National Income.

**Section – B (5x5=25marks)**

**Answer ALL the questions.**

11. a) Briefly explain the main features of Indian Economy. Or  
b) Explain the structure of Indian Economy.
12. a) Explain the importance of water resource management in India. Or  
b) Discuss the role of coal in the Indian energy need.
13. a) Write a note on population explosion. Or  
b) What are the reasons for population?
14. a) Explain the food problem in India. Or  
b) Write a note on Green revolution.
15. a) Write a note on NNP and PCI. Or  
b) Briefly explain the income method of calculating National Income.

**Section – C (3x10=30marks)**

**Answer ANY THREE questions.**

16. Explain the determinants of economic development.
17. Discuss the role of natural resources for economic development in India.
18. Explain the controlling measures of population growth.
19. Explain the causes for low productivity in India.
20. Analyze the difficulties in measuring National Income.

## **B.A. ECONOMICS**

### **SEMESTER - I**

#### **ALLIED I - PRINCIPLES OF COMMERCE**

**Objectives:** To explain the basic principles of commerce to the students, to teach the students about business organization and stock exchanges.

##### **Unit I Introduction**

Nature and Scope of Business – Objectives Concepts of Business – Importance and Essentials of

Business - Trade Commerce – Essentials of Successful Business – Qualities of a Successful Business Man.

##### **Unit II Forms of Business Organization**

Sole trade - Partnership - Company – Joint Hindu Family System - Co-Operatives.

##### **Unit III Trade Association**

Chamber of Commerce - Plant - Location - Localization of Industries.

##### **Unit IV Banks**

Types – Central bank and Commercial bank – Functions – RRB – Development Bank

##### **Unit V Stock Exchange**

Functions – Procedure of Trading – Working, Service – Regulation of Stock exchange in India – BSE and NSE.

##### **Reference Books**

1. Kathiresan, Business Organization.
2. Radha, Business Organization.

## **PRINCIPLES OF COMMERCE**

**Time: 3 hours**

**Max marks: 75**

### **Section A (10 X 2 = 20)**

**Answer all questions**

**All questions carry equal Marks**

1. Define the term commerce.
2. What is meant by domestic trade?
3. Write the meaning for sole trader.
4. What is meant by joint-stock company?
5. Define the chamber of commerce.
6. What is meant by localization of industries?
7. Define the regional rural bank.
8. What is meant by central bank?
9. What is meant by procedure of trading?
10. Expand BSE and NSE.

### **Section B (5 X 5 = 25)**

**Answer all questions**

**All questions carry equal Marks**

11. a) What is the nature of business? (or)  
b) Explain the essential of a successful business.
12. a) List out the characteristics of joint – stock company. (or)  
b) Explain the merits of partnership.
13. a) Write the functions of trade association. (or)  
b) Explain the various types of chamber of commerce and its function.
14. a) Explain the importance of banking functions. (or)  
b) State the various types of commercial banks.
15. a) State the functions of stock exchange. (or)  
b) List out the Regulations of stock exchange in India.

### **Section C (3 X 10 = 30)**

**Answer all questions**

**All questions carry equal Marks**

16. Critically review the various objectives of business.
17. Describe the forms of business organization.
18. List out the various factors determining plant location.
19. Critically explain the functions of central bank.
20. Describe the BSE and NSE functions in India.

**B.A. ECONOMICS**  
**SEMESTER - II**  
**CORE III - MICRO ECONOMICS –II**

**Objectives:** to understand the basic idea about market, to teach the students about price determination of goods and factor pricing.

**Unit I Market**

Meaning – Market Structures – Equilibrium of the Firm and Industry – Perfect Competition – Price Output Determination – Time Elements: Market Period, Short Period and Long Period.

**Unit II Price Output Determination**

Price – Output Determination under Monopoly – Discriminating Monopoly – Control of Monopoly – Monopolistic Competition – Wastages of Monopolistic Competition – Oligopoly: Meaning, Price – Output Determination.

**Unit III Factor Pricing**

Meaning and Types of Distribution – Wages: Meaning and Types of Wages – Theories of Wages: Subsistence Theory and Wage Fund Theory – Role of Trade Union in Wage Determination.

**Unit IV Rent**

Concept of Rent – Ricardian Theory of Rent, Quasi Rent, Modern Theory of Rent – Concept of Interest: Classical Theory, Loanable Fund Theory and Keynes' Liquidity Preference Theory.

**Unit V Profit**

Concepts of Profit – Gross Profit and Net Profit – Theories of Profit: Dynamic Theory of Profit, Innovation Theory of Profit and Uncertainty Bearing Theory of Profit.

**Text Books**

1. Cauvery. R., et.al, Micro Economic Theory.
- 2 Sankaran, S, Micro Economics.

**Reference Books**

1. Agarwal. H.S, Advance Economic Theory.
2. Chopra, Micro Economics.
3. Ahuja H.L, Micro Economics.
4. Jhingan, M.L, Micro Economics.
5. Sundharam K.P.M and Sundharam E.N, Micro Economics

## **Micro Economics-II**

**Time: 3 hours**

**Maximum marks: 75**

### **Section –A (10 x 2 = 20 marks)**

**Answer ALL the questions.**

1. What is market?
2. Distinguish between firm and industry
3. What is discriminating monopoly?
4. What is monopolistic competition?
5. Define trade union.
6. What is money wage?
7. What is Quasi-Rent?
8. What is net interest?
9. What is Profit?
10. Define Entrepreneur.

### **SECTION B – (5 x 5 = 25 marks)**

11. a) Discuss the features of Perfect competition. (OR)  
b) Explain the role of time element in price determination.
12. a) What are the features of monopolistic competition? (OR)  
b) What are the wastages of monopolistic competition?
13. a) Explain the marginal productivity theory of distribution. (OR)  
b) Explain the wage fund theory of J.S.Mill.
14. a) Explain the modern theory of rent. (OR)  
b) Explain loanable fund theory of interest.
15. a) Differentiate gross profit from net profit. (OR)  
b) Explain innovation theory of profit

### **SECTION C – (3 X 10 = 30 marks)**

**Answer any THREE questions**

16. How price is determined under perfect competition?
17. Discuss the price and output determination in monopolistic competition.
18. Discuss the Ricardian theory of rent.
19. Explain the Keynesian theory of interest

**B.A. ECONOMICS**  
**SEMESTER - II**  
**CORE IV - INDIAN ECONOMY-II**

**Objectives:** To give a basic knowledge about the industries in Indian Economy, to teach the students about planning, poverty and India's foreign trade.

**Unit I Industries**

Role of Industries in Economic Development - Cottage, Small Scale and Large Scale Industries. (Cotton, Iron & Steel and Cement) Industrial Policy-1956, 1980&1991.

**Unit II Planning**

Definition and Scope of Planning-Objectives of Planning in India-A brief resume of Five year Plans in India – Recent Five year Plan.

**Unit III Poverty**

Meaning – Poverty line – other estimates of poverty – Population below Poverty Line Causes of Poverty- Poverty Eradication Programs in India.

**Unit IV Transport**

Types of Transport - Importance (Railway, Roadways, Shipping and Civil Aviation) – Transport Coordination.

**Unit V India's Foreign Trade**

Importance of Foreign Trade in Economic Development, Balance of Payments – Recent Trade Policy- WTO and Indian Economy.

**Text Books**

1. Dutt R. & K.P.M. Sundharam, Indian Economy.
2. Mishra&Puri, Indian Economy.
3. Sankaran, S. Indian Economy.

**Reference Books**

1. Agarwal, A.N., Indian Economy.
2. Garg, V.K., Indian Economic Problems.
3. Dhingra, Indian Economy.



## **INDIAN ECONOMY -II**

**Time: 3 hours**

**Max: 75 Marks**

### **Section –A (10x2=20) Answer ALL the questions**

1. What are small scale industries?
2. What is meant by cottage industries?
3. What is economic planning?
4. State any two objectives of five year plans in India.
5. What is poverty?
6. Define poverty line.
7. What is Birth rate?
8. Specify any two ports in India.
9. Mention the merits of transport.
10. What is foreign trade?
11. What is WTO?

### **Section – B (5x5=25marks)**

**Answer ALL the questions.**

11. a) Explain the significance of Iron and steel industries. Or  
b) Write a note on Small scale industries.
12. a) Explain the scope of planning. Or  
b) Explain the objectives of planning.
13. a) List down the causes of poverty. Or  
b) Write a note on poverty eradication.
14. a) Explain the types of transport. Or  
b) Explain the merits of Road transport.
15. a) Write a note on balance of trade. Or  
b) Specify the importance of foreign trade.

### **Section – C (3x10=30marks)**

**Answer ANY THREE questions.**

16. Explain the Role of industries in Economic development.
17. Explain the Twelfth Five year plan of India.
18. Analyse the various poverty alleviation programmes in India.
19. Explain the importance of transport in Economic development.
20. Explain the Functions of WTO.

**B.A. ECONOMICS  
SEMESTER - II  
ALLIED II - PRINCIPLES OF MARKETING**

**Objectives:** To enable the students to understand the basic aspects of marketing, to teach the students about the functions of marketing and marketing system.

**Unit I Introduction to Marketing**

Marketing – Meaning and Definition – Features of Marketing – Objectives of Marketing – Modern Marketing Concept – Global Marketing – Role of Marketing in Economic Development.

**Unit II Functions of Marketing**

Functions of Marketing – Classification of Marketing Functions – Buying – Assembling – Selling – Transportation – Storage – Market Information – Market Research – Grading and Standardization.

**Unit III Product Planning**

Meaning - Definition of the Product- Features of the Product - Importance of Product mix – Various Factors determining Product mix.

**Unit IV Product Life Cycle**

Meaning – Benefits of Product Life Cycle – Consumer Behaviour – Factors influencing Consumer behavior.

**Unit V Market Segmentation**

Meaning and need for Market Segmentation – Criteria for Market Segmentation – Salesman – Meaning – Qualities of Salesman – Responsibilities of Salesman – E – Marketing.

**Reference Books**

1. Philip Kotler, Principles of Marketing.
2. Rajam Nair. N &Sanity R. Nair, Marketing.
3. Ramasamy and Namanan Kumari, Principles of Marketing.

**Text Books**

- 1 R. S. N. Pillai&Bhagavathi, Modern Marketing.

## **PRINCIPLES OF MARKETING**

**Time: 3hours**

**Maximum Marks: 75**

### **Section – A (10x2=20marks)**

**Answer ALL the questions.**

1. Define – 'Marketing'.
2. Mention any two objectives of marketing.
3. What are the different types of transport?
4. What is standardization?
5. What do you mean by product planning?
6. Define – 'Product'.
7. What is product life cycle?
8. Write a short note on consumer behaviour.
9. Write a short note on market segmentation.
10. State the meaning of salesman.

### **Section – B (5x5=25marks)**

**Answer ALL the questions.**

11. (a). Explain the features of marketing. (or)  
(b). Briefly explain the classifications of market?
12. (a). Explain the different types of buying. (or)  
(b). Explain the advantages of standardization.
13. (a). Explain the importance of product planning. (or)  
(b). What are the features of the product?
14. (a). Explain the benefits of product life cycle. (or)  
(b). What are the factors influencing consumer behavior?
15. (a). State the criteria for market segmentation. (or)  
(b). Examine the responsibilities of salesman.

### **Section – C (3x10=30marks)**

**Answer ANY THREE questions.**

16. Describe the role of marketing in economic development.
17. Examine the different functions of marketing.
18. Analyse the importance of product mix.
19. Discuss the different stages of product life cycle.
20. Explain the importance of market segmentation.

**B.A. ECONOMICS**  
**SEMESTER - III**  
**CORE V - MONETARY ECONOMICS**

**Objectives** The increase in volume of economic activity led to more circulation of money. Against this there is a need to understand the theory and the State's policy. This paper offers a few dimensions.

**Unit – I Monetary theories**

Monetary theories – The quantity theory of money – The classical and Keynesian Theory – Milton Friedman's quantity theory – Don Patinkin's Integration Theory-Tobin's portfolio analysis – Baumol's inventory approach – Gurley and Shaw Thesis – Radcliffe Committee – Sayer's thesis.

**Unit – II Money Supply and Banking**

Money supply Components ( $M_1$ ,  $M_2+M_3$  ...  $M$ ) and determinants of money supply – High powered money – Riefler and Burgess hypothesis on money supply (UK, USA – Non-Bank Financial Intermediaries) - Credit Creation by Commercial Banks and Monetary Transmission – Central Bank and credit control – Narasimnam Committee Recommendations.

**Unit – III Theories of Interest**

Classical and neoclassical theory of interest – Modigliani stock Vs flow analysis – structure of rate of interest – segmented market theory, liquidity premium, Portfolio Behavior Theory – Expectation Theory (Yield curve – short-run and long run.)

**Unit – IV Money Market and Capital Market**

Features of capital and money market – Characteristics of undeveloped and developed money market – Indian money market – Treasury bills – Repo, capital market: primary and secondary market – capital Asset pricing model, William Sharpe – Markowitz model on Risk and Return – Alpha and Beta securities – Stock Exchange – SEBI – Derivatives, hedging, swap.

**Unit – V Monetary Policy**

Role of monetary policy in Developing economy – Lags in monetary policy – Monetary Vs Fiscal policy – Inflation – Inflationary Gap – stagflation – Philips curve- Samuelson and Solow model – Impact of financial sector reforms in India.

**References**

1. Arvil Robert (2004), "Money Banking and International Trade", *Vrinda Publications Pvt., Ltd.*, New Delhi.
2. Campbell R Mc Connell and Harish C Gupta (1987), "Introduction to Macro Economics", *Tata McGraw Hill Publishing Company Limited*, New Delhi.
3. Dewett K.K (2005), "Modern Economic Theory", *S. Chand Company Pvt., Ltd.*, New Dehi.
4. Hajela T.N (1998), "Monetary Economics", *Konark Publishers Private Ltd.*, NewDelhi.
5. Rudiger Dorn Busch (2012), "Macro Economics", *Tata McGraw Hill Publishing Company Limited*, New Delhi.

## **MONETARY ECONOMICS**

**Time : 3 hours**

**Max marks: 75**

### **Section A (10 X 2 = 20)**

**Answer all questions**

**All questions carry equal marks**

1. What is money?
2. Define Bimetallism?
3. State the Fisher's equation?
4. What is value of money?
5. What is neutrality of money?
6. What is demand for money?
7. What is credit control?
8. What is 'Central Bank'?
9. Define inflation?
10. Define Stagflation?

### **Section B (5 X 5 = 25)**

**Answer all questions**

**All questions carry equal marks**

11. a) State and Explain the function of money? Or  
b) Enumerate the need for paper currency standard?
12. a) State and Explain the Fisher's quantity theory of money? Or  
b) Discuss the patinkin's real balance effect?
13. a) Explain the factors affecting money supply in India? Or  
b) Examine the factors which determine the demand for money?
14. a) How do commercial banks creates credit? Or  
b) What are the functions of Commercial Banks?
15. a) Mention the types of Inflation. Or  
b) Point out the objectives of monetary policy.

### **Section C (3 X 10 = 30)**

**Answer all questions**

**All questions carry equal marks**

16. Explain the role of money in capitalist economy
17. Analyze Milton Friedman's restatement of quantity theory of money.
18. Discuss Keynesian Liquidity preference theory.
19. Explain the functions of Central Bank.
20. Examine the various measures to control inflation.

**B.A. ECONOMICS**  
**SEMESTER - III**  
**CORE VI - PUBLIC FINANCE – I**

**Objectives:** To explain the theoretical aspects of public finance, to teach the students about public revenue, public expenditure and tax.

**Unit I Introduction**

Meaning and Definition of Public finance – Public finance and Private finance – Principle of Maximum Social advantage.

**Unit II Public Revenue**

Tax and non-tax revenues – Canons of Taxation – Types of tax – Direct and Indirect taxes – Progressive, Proportional and Regressive taxation, Effects of taxation.

**Unit III Taxable Capacity**

Determinants of Taxable Capacity – Shifting and Incidence of Taxes – Distinction between impact and incidence of taxation – Factors affecting incidence of tax – Tax evasion.

**Unit IV Public Expenditure**

Classification of Public Expenditure – Causes and Growth of Public Expenditure – Effects of Public Expenditure on production, employment and distribution – Measures to reduce Public Expenditure in India.

**Unit V Public Debt**

Meaning and Classification – Need for Public Borrowing – Effects of Public Debt on production, consumption and distribution - Burden of Public Debt– Redemption of Public Debt – Growth of Public Debt in India.

**Reference Books**

1. Sundharam K.P.M, Fiscal Economics.
2. Sankaran .S, Fiscal Economics.
3. Cauvery et.al. , Public Finance.
4. Musgrave and Musgrave, Public finance Theory and Practical.

**Text Books**

1. Tyagi, B.P, Public Finance.

## **PUBLIC FINANCE - I**

**Time: 3 hours**

**Maximum marks: 75**

### **Section –A (10 x 2 = 20 marks)**

**Answer ALL the questions.**

1. What is public finance?
2. Define public revenue.
3. What is tax?
4. What is meant by single point tax?
5. State the meaning of taxable capacity.
6. Write about tax evasion.
7. What is incidence of tax?
8. What do you mean by public expenditure?
9. Define the term public debt.
10. What do you mean by VAT.

### **SECTION B – (5 x 5 = 25 marks)**

**Answer all questions**

11. a) Analyse the scope of public finance. Or  
b) Differentiate between public finance and private finance.
12. a) What are the merits and demerits of direct tax? Or  
b) Explain the various types of taxes.
13. a) What are the factors determining the taxable capacity? Or  
b) Explain the factors affecting incidence of taxation.
14. a) Explain the causes for the growth of public expenditure in India. Or  
b) Discuss the various measures to reduce public expenditure
15. a) Analyse the growth and causes of public debt in India. Or  
b) Explain the benefits of public debt.

### **SECTION C – (3 X 10 = 30 marks)**

**Answer any THREE questions**

16. Explain the Dalton objectives of Social welfare.
17. Describe the merits and demerits of Indirect tax.
18. Describe the effects of taxation.
19. What are the effects of public expenditure on production, employment and distribution?
20. Explain the effects public debt in production, consumption and distribution.

**B.A. ECONOMICS**  
**SEMESTER - III**  
**ALLIED III - ECONOMIC STATISTICS – I**

**Objectives:** To provide knowledge and significance of Statistics in Economics, to make the students to understand objectives, data collection and measures of averages.

**Unit I Introduction to Statistics**

Meaning; Definition: Main divisions of the study of Statistics: objectives of Statistics – Statistics and Economics – Importance- Limitations and Functions of Statistics.

**Unit II Sources of Data**

Primary data and Secondary data. Methods of Collection of data – Classification of Data – Tabulation- Diagrammatic and Graphic Representation of Data.

**Unit III Sampling Methods**

Population and Sample – Simple Random Sampling – Stratified Random Sampling – Cluster Sampling – Systematic Sampling – Multi-stage Sampling – Non-Random sampling and Non – Sampling Errors.

**Unit IV Measures of Averages**

Need and Meaning: Objects- Characteristics of representative Average- Measures of various Orders: Types of averages Arithmetic Average - Calculation of Arithmetic Average in a discrete series- Calculation of the arithmetic average in a continuous series - Merits and Demerits. - Median: Meaning- Location of Median in various types of series - Graphic calculation: Merits and demerits; comparison with Mean. - Mode: Meaning; Location of Mode in various types Series: Determination of Mode from Mean and Median.

**Unit V Measures of Dispersion**

Range: Its merits, demerits and uses - Inter Quartile Range, Semi-Inter Quartile Range and Quartile Deviation: Calculation in various types of series; merits and demerits. – Mean Deviation: Meaning, Calculation in various types of series by direct and shortcut methods, Characteristics and uses of Mean Deviation. - Standard Deviation: Meaning, calculation in various types of series by direct and short cut methods, merits, demerits and uses.

**Reference Books**

1. Yamane .T, Statistical Methods.
2. Croxten and Cowden, Statistics.
3. Sivathanupillai, Economics and Business Statistics.
5. Musgrave and Musgrave, Public finance Theory and Practical.

**Text Books**

1. S.P. Gupta, Fundamentals of Statistics.



**SEMESTER - III**  
**ALLIED III - ECONOMIC STATISTICS – I**

**Time: 3 hours**

**Maximum marks: 75**

**Section –A (10 x 2 = 20 marks)**

**Answer ALL the questions.**

1. Define Statistics
2. What is meant by Tabulation?
3. Define Sampling
4. What is meant by Average?
5. What is Primary Data?
6. Define Graph
7. What is meant by standard deviation?
8. Define mode
9. What is non-random sampling?
10. Define Quartile deviation

**SECTION B – (5 x 5 = 25 marks)**

**Answer all questions**

11. a) Explain the main divisions of statistics (OR)  
b) State the importance function of statistics
12. a) what are the differential between diagram and graph(OR)  
b) Write a note tabulation
13. a) what are the merits and demerits of systematic sampling(OR)  
b) Explain the multistage sampling
14. a) Explain the characteristics of Average(OR)  
b) Explain different types of Average
15. a) Calculate from the following data computer arithmetic mean by direct method

Marks	0-10	10-20	20-30	30-40	40-50	50-60
No.of.Student	5	10	25	30	20	10

(OR)

- b) Calculate the lower and upper Quartiles third decile and 20th percentile from the following data

Central value	2.5	7.5	12.54	17.5	22.5
Frequency	7	18	25	30	20

**SECTION C – (3 X 10 = 30 marks)**

**Answer any THREE questions**

16. Daily income of ten families of a particular place is given below find out Geometric mean

85	70	15	75	500	8	45	250	40	36
1	2	3	4	5	6	7	8	9	10

17. Discuss the merits and limitation of harmonic mean
18. Calculate mean median and mode of the data given below.
19. Explain Difference between mean deviation and standard deviation.
20. What are the sources of secondary data?

## **B.A. ECONOMICS**

### **SEMESTER - III**

#### **NMEC - TOURISM AND ECONOMIC DEVELOPMENT –I**

**Objectives:** To make the students aware of the nature and forms of Tourism, to expose the students regarding the possibilities of employment potential.

##### **Unit I Introduction**

Definition - Types, Functions, Volume and Components of Tourism.

##### **Unit II Significance of Tourism**

Socio-economic importance of Tourism - Travel agency - Travel agents - Tourism guides – Travel Documents - Passport and other formalities.

##### **Unit II Growth of Tourism**

Causes for the growth of Tourism - Economic and Social factors - Transport, Accommodation, and Locality.

##### **Unit IV Tourism Development**

Development of Tourism in India - Role of Private sector and Public sector - Five Year Plans and Tourism -New policy on Tourism Management Strategy- Tourism Policy analysis.

##### **Unit V Tourism Promotion**

Functions of Advertising Agencies - support activities – Public relations - Tamil Nadu Tourism importance of Tourism centre - Chennai, Ooty, Kodaikanal, Kanyakumari, Tanjore, Madurai, Rameswaram, Kanjeeपुरam And Kollihills.

##### **Reference Books**

1. Seth .P.N, Tourism Management.
2. Gunclare .A, Tourism Planning.
3. Krishna swami and Thiyagarajan, J, Tourism & Development.

**SEMESTER - III**  
**Tourism and Economic Development**

**Time: 3 hours**

**Maximum marks: 75**

**Section –A (10 x 2 = 20 marks)**

**Answer ALL the questions.**

1. Define tourism.
2. What is meant by Travel Agent?
3. Define Economic Factors.
4. Define Transport.
5. What is meant by public sector?
6. Define policy.
7. What mean by Private sector?
8. What is meant by Advertising?
9. What is mean by social sector?
10. Define plan.

**Section- B– (5 x 5 = 25 marks)**

**Answer all questions**

11. a) State the various function of Tourism. (OR)  
b) What are the components of Tourism?
12. a) What are the different between Travel Agents and Travel guide? (OR)  
b) What are the demerits of taken by Tourism passport?
13. a) Explain the social factor of Tourism(OR)  
b) Explain the Economic factors of Tourism?
14. a) State the New policy of Tourism? (OR)  
b) Explain the Tourism Policy?
15. a) What are the parts in kodai kanal? (OR)  
b) What are the merits of Kanya Kumari Tourist Part?

**Section- C(3 X 10 = 30 marks)**

16. Discuss the different types of Tourism?
17. Explain the socio- economic infracture of Tourism
18. What are the causes and growth of Tourism?
19. Explain the Important role of Private and public sector?
20. Explain the different functions of Advertising

**B.A. ECONOMICS**  
**SEMESTER - IV**  
**CORE VII - INTERNATIONAL ECONOMICS**

**Objectives:** To familiarize students with the international trade, to teach about the features, balance of payments and foreign exchange of international trade.

**Unit I features of International Trade**

Differences between Internal trade and International trade – Theories of International trade – Adam Smith, Ricardo and Hecksher – Ohlin.

**Unit II Free Trade Vs Protection**

Tariffs – Meaning, Types and Effects of Tariffs – Quotas – Meaning, Types and Effects of Quotas.

**Unit III Balance of Payments**

Difference between Balance of Trade and Balance of Payments – Disequilibrium in the Balance of Payments: Causes and Remedial Measures.

**Unit IV Foreign Exchange**

Meaning – Demand for and Supply of Foreign Exchange – Equilibrium Exchange Rate – Fixed and Flexible Exchange Rate – Mint Par Theory – Purchasing Power Parity Theory.

**Unit V International Institutions**

Evolution, Role and Functions of International Institutions IMF, IBRD, GATT, WTO and ADB.

**Text Books**

1. Sankaran,S. International Economics.

**Reference Books**

1. Jhingan, M.L, International Economics.
2. MithaniD.M, International Economics.
3. Raju Kumar, International Economics.
4. Dominick Salvatore, International Economics.

**SEMESTER - III**  
**International Economics**

**Time: 3 hours**

**Maximum marks: 75**

**Section –A (10 x 2 = 20 marks)**  
**Answer ALL the questions**

1. Define Trade.
2. What is meant by International Trade?
3. Define Tariffs
4. Define Quotas.
5. What is meant by BOP?
6. Define foreign Exchange?
7. What is meant by exchange rate?
8. What you mean by terms of Trade?
9. Expand IBRD
10. State the objectives of EFTA?

**Sections – B (5 x 5 = 25 marks)**  
**Answer all questions**

11. a) Write a notes on International Trade? (OR)  
b) What are the needs at Balance of Payments?
12. a) State the Adam smith Internal Theories(OR)  
b) Difference between International trade and internal trade?
13. a) Discuss the Tariffs and Quotas(OR)  
b) What are the Different types of Tariffs?
14. a) Explain the Equilibrium Exchange Rate(OR)  
b) Write notes on mint par Theory
15. a) What are the Functions of IMF(OR)  
b) Explain the objectives of WTO

**Section- C(3 X 10 = 30 marks)**

**Any Three questions**

16. Briefly explain the Hecksher Ohlin Theories
17. Explain the Role and Function of GATT
18. Discuss the causes of remain of Balance of Payments
19. Explain purchasing power poverty theory.
20. Role and functions of International Institutions?

**B.A. ECONOMICS**  
**SEMESTER - IV**  
**CORE VIII - PUBLIC FINANCE – II**

**Objectives:** To explain the practical aspects of public finance, to understand the students about budget, deficit financing and local finance.

**Unit I Budget**

Budget – Meaning and Objectives of the Budget – Principles of Budget – Qualities of a good Budget – Types of Budget – Revenue and Capital Budget – Performance Budgeting – Zero based Budget.

**Unit II Deficit Financing**

Meaning and Objectives – Ways and means of Deficit Financing – Effects of Deficit Financing – Deficit Financing in India.

**Unit III Fiscal Policy**

Meaning and Objectives - Instruments of Fiscal Policy – Compensatory Fiscal Policy – Role of Fiscal Policy in Indian Economy.

**Unit IV Federal Finance**

Meaning and features – Centre - State Financial Relations – Methods of Adjustments – Finance Commissions – Functions and Recommendations of the 12th and 13th Finance Commissions.

**Unit V Local Finance**

Local Finance – Functions and Resources of Local Bodies – Municipal Corporation – Municipalities – Village Panchayat and Zillaparished – Problems of Local finance.

**Text Books**

1. Cauvery. R., et.al, Public Finance.

**Reference Books**

1. Sundharam K.P.M, Fiscal Economics.
2. Tyagi, B.P, Public Finance.
3. Sankaran. S, Fiscal Economics.
4. Musgrave and Musgrave, Public finance Theory and Practical's

## **Public Finance -II**

**Time: 3 hours**

**Maximum marks: 75**

### **Section –A (10 x 2 = 20 marks)**

**Answer ALL the questions**

1. Define Budget.
2. State the Zero based budget?
3. Define the capital budget.
4. What do you mean by Deficit Finance?
5. Define Fiscal Policies.
6. What is meant by Local finance
7. Define the resources.
8. What do you mean by state finance
9. What do you mean by Revenue budget
- 10 Define local bodies.

### **Sections – B (5 x 5 = 25 marks)**

**Answer all questions**

11. a) Different Public finance and Private finance (OR)  
b) Explain the zero based budget
12. a) Explain the various types of taxes? (OR)  
b) What are the merits and demerits of budget?
13. a) Explain the role of Fiscal policy? (OR)  
b) Explain the Instruments of fiscal policy?
14. a) Discuss the various measures to reduce the public Expenditure(OR)  
b) Analyse the growth and causes of fiscal policy
15. a) Explain the role and function of municipal corporation? (OR)  
b) Explain the various sources of village Panchayat ?

### **Section- C(3 X 10 = 30 marks)**

**Any Three questions**

16. Explain the major problems of local finance?
17. Briefly explain the importance role of local finance?
18. Different between centre and state finance
19. Explain the function of Fiscal policy?
20. Discuss the effects of Deficit Finance?

**B.A. ECONOMICS**  
**ALLIED IV - ECONOMIC STATISTICS – II**

**Objectives:** To impart the knowledge regarding statistical techniques, to help the students understand the concepts such as correlation, regression, time series and test of hypothesis.

**Unit I Correlation and Regression**

Meaning – Types of correlation –Methods of measuring correlation – Uses–Spearman's Rank Correlation- Regression – Meaning - Difference between Correlation and Regression – Two Regressions lines- Regression Equations – Simple problems.

**Unit II Index Number**

Characteristics of Index Numbers - Uses - Types - Methods of constructing Index Numbers- Laspeyre's, Paache's, Fisher's, Marshall-Edge worth's, Bowley's Index Numbers – Factor Reversal Test and Time Reversal Test - Cost of living Index Number.

**Unit III Time Series**

Concept of Time Series - Components of Time Series- Measurement and Shifting of Trend, Measurement of Seasonal, Cyclical, and Irregular variation.Freehand, Semi-Average and Moving Average Method.

**Unit IV Hypothesis Testing**

Meaning and Definition of Hypothesis-types- Testing of Hypothesis- Steps involved in testing of a Hypothesis- Test of Significance for Large Samples – Testing the significance of the mean of a random sample - Test the difference between the means of two samples - Test of Significance for Small Samples – 't' distribution – its properties.

**Unit V Vital Statistics**

Information maintained by the State: Birth Rate, Death Rate, Fertility Rate, Infant Mortality Rate, Mortality Rate and Others, The Central Statistical Organization (CSO).National Sample Survey Organization (NSS).

**Text Books**

1. Gupta, S.P., Statistical Methods.

**Reference Books**

1. Yamane .T, Statistical Methods.
2. Croxten & Cowden, Statistics.
3. D.N. Elhance & Veena Elhance, Fundamentals of Statistics.
4. Sivathanu pillai, Economics and Business Statistics.



**Economic Statistics -II**

**Time: 3 hours**

**Maximum marks: 75**

**Section –A (10 x 2 = 20 marks)**

**Answer ALL the questions**

1. Define Regression.
2. What is meant by correlation?
3. What is meant by Index Number?
4. Define Time Reversal Test?
5. What is meant by Time Series?
6. Define cyclical Test.
7. State the Moving Average method?
8. Define Hypothesis
9. What is mean by random sample?
10. Expand CSO?

**Sections – B (5 x 5 = 25 marks)**

**Answer all questions**

11. a ) Explain the methods of measuring correlation (OR)  
b) Discuss the Regression Equations
12. a) What are the characteristics of Index Numbers(OR)  
b) Explain the Fisher's Equation
13. a) State the concept of Time series(OR)  
b) What are the measures of Shiffiting of trend
14. a) Explain the significance of random sample(OR)  
b) Explain the t distribution
15. a)What are the function of CSO(OR)  
b) Explain the important role of NSS

**Section- C(3 X 10 = 30 marks)**

**Any Three questions**

16. Briefly Explain the Birth rate, Death rate, Fertility rate, Infant mortality rate.
17. Discuss the various types of hypothesis
18. Explain the components of Time series
19. Explain the Marshall – Edge worth equations
20. Different between correlation and regression

**B.A. ECONOMICS  
SEMESTER - IV  
NMEC - TOURISM AND ECONOMIC DEVELOPMENT – II**

**Objectives:** To learn the tourism planning, co-tourism and tourism legislation, to teach about the nature, package and communication need for the tourism.

**Unit I nature of Tourism**

Tourism Nature Characteristic Historical development of Tourism – Factors responsible for the Growth and development of Tourism over the Years.

**Unit II Tourism Planning**

Introduction to Tourism Planning – Origin – Concept and approaches planning Tourism projects – Environmental planning.

**Unit III Eco-Tourism and Tour Package**

Eco- Tourism – Concept of Tourist product – Tour Packages and Type of Package – National and International – Tour itinerary.

**Unit IV Communication**

Relevance of Communication – Role of Communication in Travel Tourism – Communication in Hospitality Industry – Nature of Hospitality Communication – Need for Communication.

**Unit V Tourism Legislation**

Pre – Independence and post Independence – Tourism legislation- Tourism as an Instrument of Achieving Economic gains.

**Reference Books**

1. Seth. P.N, Tourism Management.
2. Ananth. M.M& Bhatia, International Management.
3. Krishna swami, and Thiyagarajan. J, Tourism & Development.

## **TOURISM AND ECONOMIC DEVELOPMNT**

**Time: 3 hours**

**Maximum marks: 75**

### **Section –A (10 x 2 = 20 marks)**

**Answer ALL the questions**

1. Define Eco – Tourism.
2. What is mean by package?
3. State the communication
4. Define Hospitality.
5. What is mean by growth?
6. Define development
7. Define Economic gains
8. What is mean by gains?
9. Define package
- 10 State the Tour itinerary

### **Sections – B (5 x 5 = 25 marks)**

**Answer all questions**

11. a) Explain the Nature of tourism (OR)  
b) State the characteristic of Tourism
12. a) What are the planning of Tourism(OR)  
b) Explain the approaches of planning Tourism
13. a) What are the concept of Tour product(OR)  
b) What are the varies types of package
14. a) Explain the role of communication in travel Tourism(OR)  
b) Explain Hospitality Industry.
15. a) Stare the Tourism legislation(OR)  
b) What are the Economic gains for Tourism?

### **Section- C(3 X 10 = 30 marks)**

**Any Three questions**

16. Different between pre and post independence Tourism
17. Explain the what are the needs for communication for Tourism
18. What are the concepts of Tourist Product?
19. Explain the origin, concept and approaches of planning Tourism
20. Discuss the growth and Development of tourism

**B.A. ECONOMICS**  
**SEMESTER - V**  
**CORE IX - MACRO ECONOMICS – I**

**Objectives:** To make the students to understand the macroeconomic aggregates and various aspects, to enlighten the students to understand classical and Keynesian economics.

**Unit I nature and Scope of Macro Economics**

Importance - Limitation – National Income – Concepts – Methods of measuring national Income – Difficulties – Importance of National Income Analysis – National Income Accounting – Circular flow of Income in two, three and four sector Economy.

**Unit II Classical Theory of Employment**

Classical Theory of employment – Say's Law of Market – Fisher's Quantity theory-Keynes' criticism of classical theory.

**Unit III Keynesian Theory of Employment**

Keynesian theory of Employment and Output – comparison and contrast between classical and Keynesian contribution – Keynesian Revolution.

**Unit IV consumption Function**

Attributes – Keynesian Consumption Function – Factors stimulating and influencing Consumption Function.

**Unit V Investment Function**

Definition – Induced and autonomous investment – Determinants of Investment – MEC and Rate of interest – Factors other than the Interest rate affecting Inducement to Invest.

**Text Books**

1. Jinghan. M. L, Macro Economics.
- 2 Sankaran.S, Macro Economics.

**Reference Books**

1. Edward Shapiro, Macro Economics.
2. Rana and Varma, Macro Economics.
3. Cauvery & others, Macro Economics.
4. Vaish, M.C, Macro Economic theory.
5. Brooman, Macro Economics.

## **CORE IX - MACRO ECONOMICS – I**

**Time: 3 hours**

**Maximum marks: 75**

### **Section –A (10 x 2 = 20 marks)**

**Answer ALL the questions**

1. Define National Income
2. What is mean by employment?
3. Define market
4. State the Revolution
5. Define consumption
6. What is mean by function?
7. Define investment
8. Define interest
9. Expand MEC
- 10 what is men by output

### **Sections – B (5 x 5 = 25 marks)**

**Answer all questions**

11. a) What are the importance of national income? (OR)  
b) Explain limitation of national income
12. a) Explain four sector economy(OR)  
b) Different between two and three sector economy
13. a) Explain saw's law(OR)  
b) Short notes on fisher's quantity theory
14. a) Explain Keynesian revolution theory(OR)  
b).State the influencing consumption function
15. a) Explain various factors determinants of investment(OR)  
b) Short notes on rate of interest

### **Section- C(3 X 10 = 30 marks)**

**Any Three questions**

16. Explain various methods of measuring national income
17. Discuss the classical theory of employment
18. Explain the Keynesian theory of employment
19. Different between induced and autonomous investment
20. Comparison and contrast between classical theory

**B.A. ECONOMICS**  
**SEMESTER - V**  
**CORE X - HISTORY OF ECONOMIC THOUGHT**

**Objectives:** To appreciate the richness of economic discipline to teach the students historical development of economic theories.

**Unit I nature and Scope of Economic Thought**

Definition, Meaning – Nature and Scope - importance of Economic Thought – Mercantilism and Physiocrats.

**Unit II Classical Economic Thought**

Adam Smith – Malthus – Ricardo - J. B. Say - J. S. Mill - Karl Marx – Surplus theory of Value.

**Unit III Neo – Classical Economic Thought**

Alfred Marshall - Irving Fisher – Pigou - J. R. Hicks.

**Unit IV Modern Economic Thought**

J. M. Keynes – Schumpeter – Samuelson – Milton Friedman.

**Unit V Recent Indian Economic Thought**

Gopala Krishna Gokhale – Naoroji – Ranade – B. R. Ambedkar- Nehru – Gandhian Economics – A.K. Sen-Periyar EVR.

**Text Books**

1. Loganathan K, History of Economic Thought.

**Reference Books**

1. Srivastava, History of Economic Thought.
2. Ganguly. B. W, Indian Economic Thought.
3. Alexander Gray, Development of Economic Thought.
4. Grid&Rist, Economic Thought.
5. Lock Man, History of Economic Thought.

## **History of Economic Thought**

**Time: 3 hours**

**Maximum marks: 75**

### **Section –A (10 x 2 = 20 marks)**

**Answer ALL the questions**

1. Define economic thought
2. What is mean by surplus?
3. Define value
4. Define growth
5. What is mean by development?
6. What is mean by equilibrium?
7. State demand
8. What is mean by supply?
9. State the elasticity of demand
- 10 Define monopoly

### **Sections – B (5 x 5 = 25 marks)**

**Answer all questions**

11. a) Explain nature of economic thought (OR)  
b) What are the scope of economic thought
12. a) Explain the Adam smith economic thought (OR)  
b) Discuss the say's law
13. a) Explain surplus theory of value (OR)  
b) Explain pigou's equation
14. a) Explain the Schumpeter economic thought (OR)  
b).State the Milton Friedman
15. a)Explain Ambedkar economic thought (OR)  
b) Explain Gandhian economic thought

### **Section- C(3 X 10 = 30 marks)**

**Any Three questions**

16. Discuss the A.K.Sen and Periyar economic thought
17. Explain Samuelson modern economic thought
18. Explain the Irvin fisher new classical economic thought
19. Explain Ricardo classical economic thought
20. Discuss the nature and scope of economic thought

**B.A. ECONOMICS**  
**SEMESTER - V**  
**CORE XI - BASIC ECONOMETRICS**

**Objectives:** To enable the students understand various models in economics, to teach the students to apply various economic models to practical problems.

**Unit I Introduction**

Econometrics - Scope and Goals – Distinction between Econometrics and Mathematical Economics – Limitations – Methodology of Econometric Research.

**Unit II Simple Linear Regression Model**

Assumptions – Derivation of OLS estimators – Test of significance of the parameter estimates – Construction of Confidence intervals – Test of Goodness of Fit with  $R^2$  - Desirable properties of Estimators – properties of the Least Square Estimators.

**Unit III Multiple Regression Model**

Model with two explanatory variables – assumptions – OLS estimators (without derivation) – Test of significance of the parameter estimates – Confidence Intervals –  $R^2$  and  $R^2$ .

**Unit IV Violation of Assumptions of OLS**

Meaning-causes of autocorrelation – consequences – Durbin-Watson Test- Solutions for Auto-Correlation. Heteroscedasticity: Meaning– Causes– Consequences– Tests– Remedies.

**Unit V Multicollinearity**

Meaning – consequences – Test- Remedies. Dummy Variable: Meaning- uses of dummy variables.

**Text Books**

1. Damodar N Gujarati and Sangeetha, Basic Econometrics.
2. Madnani.G.M.K, Introduction to Econometrics-Principles and Applications.

**Reference Books**

1. Shymala.S, Navdeep Kaur and T.Arul Pragasam, A Text book on Econometrics, Theory and Application.
2. James H. Stock & Mark W. Watson, Econometrics.
3. Koutosoyiannis. A, Theory of Econometrics.
4. Peter Kennedy, A Guide to Econometrics.
5. Upender M., Applied Econometrics.
6. Maddala. G. S, Econometrics.



## **BASIC ECONOMETRICS**

**Time: 3 hours**

**Maximum marks: 75**

### **Section –A (10 x 2 = 20 marks)**

**Answer ALL the questions**

1. Define econometrics
2. What is mean by derivation?
3. What do you mean by error terms?
4. Define Heteroscedasticity
5. Define  $R^2$
6. What is perfect auto correlation?
7. Define dummy variables
8. What is a consequence?
9. What is mean by remedies?
- 10 Define estimators

### **Sections – B (5 x 5 = 25 marks)**

**Answer all questions**

11. a) Explain econometric model(OR)  
b) What are the uses of econometrics?
12. a) explain OLS model (OR)  
b) Explain simple linear regression model
13. a) Explain ordinary least square principles (OR)  
b) Derive  $R^2$  with suitable diagram
14. a) what are properties of  $R^2$  (OR)  
b).What are the sources of correlation
15. a) Explain Heteroscedasticity (OR)  
b) Explain dummy variable

### **Section- C(3 X 10 = 30 marks)**

**Any Three questions**

16. What are the defects the mathematical economics?
17. Explain auto correlation
18. Explain multiple liner regression models
19. Describe the remedial measures of remove Heteroscedasticity
20. Discuss the nature and scope of econometrics

**B.A. ECONOMICS**  
**SEMESTER - V**  
**ALLIED V - TAMILNADU ECONOMY**

**Objectives:** To expose the students understand some important components of Tamilnadu economy, to teach the students about profile, agriculture and industrial sector of Tamilnadu.

**Unit I Profile of the Tamilnadu**

A Profile of the Tamil Nadu Economy – Salient Features- Land Area – Distribution of Occupational structure in Tamil Nadu – population of Tamil Nadu – Land use – Livestock – Forest resources – Human Resources – Infrastructure: Rural – Urban Education, Health, Banking, Power, Transport and Communication.

**Unit II Agricultural Sector**

Land use – Cropping pattern – Principal Commodities – Sources of irrigation – Agricultural Marketing – Defects, remedial measures –Regulated marketing- Agricultural Finance – Livestock.

**Unit III Industrial Sector**

Industrial Development Major Industries – Automobile, leather, cotton, sugar, cement, software – MSME, Cottage industries – Ancillary industries – Handloom industries – Tamil Nadu Government's role in industrial development – Industrial Financial Institutions – TIIC, SIDCO, SIPCOT, Industrial Estate, KVIC,DIC, EPZ, SPZ, SEZ (Export Processing Zone, Special Processing Zone, Special Economic Zone).-Labour welfare measures.

**Unit IV Financial Sources**

State Finance & Development Programmes State Finance – Revenue and Expenditure of the State – Tamil Nadu's Recent Budget – Poverty Alleviation Programmes in Tamil Nadu – Healthcare and other Government Schemes – Unemployment Problem – Women Development Programmes.

**Unit V Tourism Development**

General Performance of the State Tourism Development in Tamil Nadu – Ports – Trade – Commerce – Role of Local bodies – Industrial sector and its role – Science & Technology – Environmental Protection measures in Tamil Nadu.

**Text Books**

1. Leonard A.G, Tamilnadu Economy.

**Reference Books**

1. MIDS, Tamilnadu Economy – Performance and Issues.
2. Rajalakshmi, TamilnaduEconmy.
3. Perumalsamy.S, Economic Development of Tamilnadu.
4. Perumalsamy. S, Tamilnadu Economy Peformance and Issues.

## **TAMIL NADU ECONOMY**

**Time: 3 hours**

**Maximum marks: 75**

**Section –A (10 x 2 = 20 marks)**

**Answer ALL the questions**

**Answer all the questions**

1. What is Forest Resources?
2. Define Banking
3. Define Irrigation
4. What is Agriculture Marketing?
5. Expand SIDCO
6. Expand SPZ
7. What is Public Finance?
8. What is Poverty?
9. Define Tourism
10. What is Trade?

**Section –B (5x5=25)**

**Answer any Five questions**

- 1.a) What is Distribution of Occupational Structure in Tamil Nadu?  
(or)
- b) Salient features of Forest Resources
- 2.a) State the Sources of Irrigation  
(or)
- b) Explain the Regulated Marketing
- 3.a) State the Features of Industrial development  
(or)
- b) Explain Special Economic Zone
- 4.a) Explain the Development Programmes any Five  
(or)
- b) State the Women Development Programmes
- 5.a) Role of Tourism Development in Tamil Nadu  
(or)
- b) What is Industrial sector?

**Section –C (3x10=30)**

**Answer any three questions**

1. Explain the Tamil Nadu Economy and Land Area
2. Defects of Agriculture Marketing
3. Explain the Industrial Financial Institutions
4. State the Unemployment Problem
5. Measures of Environmental Protection in Tamil Nadu

## **B.A. ECONOMICS**

### **SEMESTER - V**

#### **MBEC - I - ECONOMICS FOR COMPETITIVE EXAMINATIONS**

**Objectives:** To enable the students to have preliminary ideas in economics to face competitive examinations with confidence, to teach various concepts in economics for the preparation of competitive examinations.

#### **Unit – I Micro and Macro Economics**

Consumer Behaviour – Marshallian Analysis – Indifference Curve Analysis – Revealed Preference Approach – Theory of Product Pricing – Production and Cost – National Income Accounting – Basic Concepts – Demand and Supply of Money – Prices and Inflation.

#### **Unit – II Banking, Public Finance and Industrial Economics**

Public, Private and Joint Sectors - Cottage and Small Scale Industry - Sources of Industrial Finance - Industrial Policy and location - RBI Commercial and Co-operative Banks - Specialized and Financial and Investment Institution - Union – State Financial Relationship.

#### **Unit – III Agriculture, Co-Operation and Rural Economics**

Land Reforms – Agricultural Finance – Technology in Agriculture – Co-operative Movement in India – Role of NABARD and RRB - Economic and Social Infrastructure – Transport – Education – Drinking Water – Health – Sanitation – Rural Housing – Environmental Issues.

#### **Unit – IV Planning, Demography, Poverty and Unemployment**

Planning, Development and Demography - Technologies and Methods of Indian Five Year plans – Indian Population Problem - urbanization and problem of slums – Role of Human in Economic activity – Basic Economic Indicators in India – Unemployment and Role of Trade Unions - poverty Analysis and Alleviation Schemes.

#### **Unit – V Foreign Trade**

International Economic co-operation Export promotion and Import Substitution -New economic policy – Foreign Trade and Balance of Payments – Role of Multi-Nationals in India.

#### **Text Books**

1. Sankaran.S, Micro Economics.
2. Sankaran. S, Macro Economics.
3. Sankaran.S, Indian Economy.

#### **Reference Books**

1. Jhingan M.L, Advanced Micro Economic Theory.
2. Datt R. & K.P.M. Sundharam , Indian Economy.
3. Mishra&Puri, Indian Economy

## **ECONOMICS FOR COMPETITIVE EXAMINATIONS**

**Time: 3 hours**

**Maximum marks: 75**

### **Section –A (10 x 2 = 20 marks)**

**Answer ALL the questions**

1. What is Demand ?
2. Define Supply
3. Define Banking
4. State the Public Sector?
5. Define Land Reforms
6. What is Cooperative
7. What is Environmental?
8. Define Poverty?
9. State the Import
10. Explain the Export?

### **Section –B (5x5=25)**

**Answer any Five questions**

- 1.a) Characteristics of Indifference Curves  
(Or)
- b) Merits of Inflation
- 2.a) Source of Industrial Finance  
(or)
- b) Role of Industrial Policy
- 3.a) Explain the Environmental Issues  
(or)
- b) Source of Agriculture Finance
- 4.a) Explain the Poverty Alleviation Programmes  
(or)
- b) Explain the Indian Population Problem
- 5.a) Explain the Foreign Trade  
(or)
- b) State the Balance of Payments

### **Section –C (3x10=30)**

**Answer any Three questions**

1. Explain the various methods of calculating National Income
2. Role of RBI
3. Explain the Function and role of NABARD
4. What is Methods of Indian five Year Plan
5. expalin New Economic Policy in India

**B.A. ECONOMICS**  
**SEMESTER - V**  
**SBEC I - WOMEN EMPOWERMENT IN INDIA**

**Objectives:** To provide a comprehensive understanding about women empowerment, to teach about the women's problem, challenges and legislation in India.

**Unit I Introduction**

Concept of Empowerment- Process and Determination of Women Empowerment-Need for Women Empowerment in India-Status of women in Modern India.

**Unit II Conceptual Framework**

Sex and Gender-Meaning and Role of Gender- Gender Stratifications in Historical Perspective – Gender Socialization - Gender Inequality and Gender injustice.

**Unit III Women Empowerment in India Problems and Challenges**

Women and Education-Women and Health-Women and Economy-Women and Polity.

**Unit IV Laws Related To Women Empowerment in India**

Fundamental Rights for Women –Constitutional Provisions-Personal laws-Need for Uniform Civil code-Special laws-Labour laws-Laws related to Crimes Against Women.

**Unit V Institutional Framework for Women Empowerment**

Role of International Bodies-National and State commission for women-Role of UGC in Women Empowerment -Role of NGO's in Women Empowerment.

**Reference Books**

1. Kumar.K, Women Empowerment and Social Change.
2. Gandhi, Anjali, Women's work, health and empowerment.
3. Goel, Aruna, Education and socio-economic perspectives of women and empowerment.
4. Kumar, C. Raj and Chockalingam, K. ed. Human rights, justice, and constitutional Empowerment.
5. Mitra, Joyati, ed. Women and society: equality and empowerment.
6. Rathnaswamy, P. Empowerment for sustainable development.

## **WOMEN EMPOWERMENT IN INDIA**

**Time: 3 hours**

**Maximum marks: 75**

### **Section –A (10 x 2 = 20 marks)**

**Answer ALL the questions**

1. Define empowerment
2. What is mean by women empowerment?
3. Define modern India
4. What is meant by gender?
5. Define socialization
6. What is mean by inequality?
7. Define gender injustice
8. Expand NGO
9. Expand UGC
- 10 What is mean by special law

### **Sections – B (5 x 5 = 25 marks)**

**Answer all questions**

11. a) Explain concept of empowerment (OR)  
b) What are the needs for women empowerment?
12. a) Explain status of women in modern India (OR)  
b) What are the roles of gender?
13. a) Different between gender inequality and gender justice (OR)  
b) Discuss the women education
14. a) Explain fundamental right for women (OR)  
b).What are the needs for uniform civil code
15. a)Explain the role of internal bodies (OR)  
b) Explains role of NGO's

### **Section- C(3 X 10 = 30 marks)**

**Any Three questions**

16. Discuss the state and national commission for women?
17. Different between special law's and labour law's
18. Explain the women health and economy
19. Explain gender socialization
20. What are the factors determining for women empowerment?

**B.A. ECONOMICS**  
**SEMESTER - VI**  
**CORE XII - MACRO ECONOMICS – II**

**Objectives:** To enable the students to understand various macro concepts, to teach the students about multiplier, IS-LM and macro-economic policies.

**Unit I Multiplier**

The concept of Multiplier – Employment and Investment multiplier – Limitations of Multiplier – Leakages of Multiplier – Importance of Multiplier – Principles of Acceleration – Interaction between Multiplier and Accelerator (Super Multiplier).

**Unit II General Equilibrium**

General Equilibrium - Equilibrium of Commodity Market (IS) and Money Market (LM) – Simultaneous Equilibrium of Commodity and Money Market (IS - LM) - Changes in General equilibrium (Shifts in IS and LM functions)

**Unit III Classical and Keynesian Views On Employment**

Wage – Price Flexibility and employment - Classical and Keynesian views – Keynes' effect and Pigou effect.

**Unit IV Trade Cycle**

Definition and Phases of Trade Cycle – Control of Trade Cycle – Monetary and Non-Monetary theories of Trade Cycle.

**Unit V Macro Economic Policy**

Objectives – instruments – Monetary Policy – Instruments – Effectiveness of Monetary policy – Fiscal policy – Objectives – Monetary and Fiscal policy mix to control inflation.

**Text Books**

1. Jingham. M. L, Macro Economics.
2. Sankaran, S, Macro Economics.

**Reference Books**

1. Edward Shapiro, Macro Economics.
2. Rana and Varma, Macro Economics.
3. Cauvery & et.al, Macro Economics.
4. Vaish, M.C, Macro Economic theory.
5. Brooman, Macro Economics.



## **WOMEN EMPOWERMENT IN INDIA**

**Time: 3 hours**

**Maximum marks: 75**

### **Section –A (10 x 2 = 20 marks)**

**Answer ALL the questions**

1. Define multiplier
2. What is mean by employment?
3. Define acceleration
4. State the commodity market
5. What is mean by money market?
6. Define equilibrium
7. What is mean by price flexibility?
8. Define trade cycle
9. What is mean by inflation?
- 10 Define fiscal policy

### **Sections – B (5 x 5 = 25 marks)**

**Answer all questions**

11. a) Explain the concept of multiplier (OR)  
b) What are the importances of multiplier?
12. a) What are the changes in general equilibrium (OR)  
b) Explain Simultaneous equation.
13. a) Discuss the Keynesian employment views (OR)  
b) Explain pigou's effect
14. a) What are the control of trade cycle (OR)  
b).What are the phases of trade cycle
15. a) Explain effectiveness of monetary (OR)  
b) What are the objectives of fiscal policy

### **Section- C(3 X 10 = 30 marks)**

**Any Three questions**

16. Discuss the monetary and fiscal policy mix to control inflation?
17. Different between monetary and non monetary theories
18. Explain the Keynes effect
19. Explain simultaneous equation model
20. What are the principles of acceleration?

## **B.A. ECONOMICS**

### **SEMESTER - VI**

#### **CORE XIII - HUMAN RESOURCE MANAGEMENT**

**Objectives:** To make the students understand the importance of human capital for the Indian economic development, to teach the students about human resources, planning, recruitment and welfare measures.

##### **Unit I Introduction to Human Resource Management**

Meaning, definition, Objectives and functions – Scope – HRM Environment – HRM Policies- Challenges in Human Resource Management - Approaches to Human Resource Management.

##### **Unit II Human Resource Planning**

Need-Scope and Importance – Factors affecting Human Resource Planning – Process – Job Analysis – Job Description – Job Specification – Job Evaluation – Succession planning.

##### **Unit III Recruitment and Selection Process**

Sources of Recruitment- Internal Vs. External: Domestic Vs. Global sources- Selection Process-Placement and Induction – Training and Development: Need Assessment- Training methods for Operatives and Supervisors - Executive development: Need and Programs.

##### **Unit IV Employee Compensation and Retention**

Wages and Salary Administration – Bonus – Incentives – Fringe Benefits – Flexi systems- Sweat Equity- Job Evaluation Systems – Promotion – Demotions – Transfers- Employee Retention: Need and Programs.

##### **Unit V Employee Welfare Measures**

Welfare and Safety measures – Accident Prevention – Employee Grievance Handling procedure and their Redressal – Industrial Relations – Trade Unions – Objectives - Functions – Workers Participation in Management- Separation: Need and Methods.

##### **Text Books**

1. Memorias C.B, Dynamics of Personnel Management.
2. Aswathappa K, Human Resource and Personal Management.
3. Sundar K & Srinivasan J, Human Resource Development.

##### **Reference Books**

1. Venkataraman & Srivastava, Personal Management & Human Resources.
2. Arun Monappa, Industrial Relations.
3. Yodder & Standohar, Personal Management & Industrial Management.
4. Edwin B. Flippo, Personal Management.
5. Pigors and Myers, Personal Administration.

## HUMAN RESOURCE MANAGEMENT

Time: 3 hours

Maximum marks: 75

Section –A (10 x 2 = 20 marks)

Answer ALL the questions

**Answer all the questions**

1. Define Management?
2. Expand HRM
3. What is mean by Human Resource
4. What is mean by Human Resource Planning?
5. Define Job Specification
6. State Bonus
7. What is mean by Depromotion?
8. Define Welfare
9. Define Tourism
10. Define Industry

**Section –B (5x5=25)**

**Answer any Five questions**

- 1.a) What are the importance of HRM Environment ?  
(Or)
- b) Explain Limitation of Approaches to Human Resource Management
- 2.a) Explain the Factors affecting Human Resource Planning  
(or)
- b) Explain the Succession Planning
- 3.a) Explain the Sources of Recruitment and Placement Induction  
(or)
- b) Short notes the Training and Development
- 4.a) Explain the Wages and Salary Administration and Bonus  
(or)
- b) State the Sweat Equity and Job Evaluation systems
- 5.a) Explain Various Welfare and Safety measures  
(or)
- b) Short notes Workers Participation in Management

**Section –C (3x10=30)**

**Answer any three questions**

1. Explain various methods of Human Resource Management
2. Discuss the Factors Affecting Human Resource Planning
3. Explain the Training methods for Operatives
4. Different between Job Evaluation System Promotions and Depromotions
5. Comparison the Employee Grievance Handling Procedure and their Redressal

**B.A. ECONOMICS  
SEMESTER - VI  
CORE XIV - BUSINESS ECONOMICS**

**Objectives:** To make the students understand the importance of decision making process in business, to teach the students about Demand, Demand forecasting, Profit and Capital budgeting in business.

**Unit I Nature and Scope of Business Economics**

Introduction – Meaning – Definitions –Nature and Scope of Business Economics – Objectives of the Business Firms – Characteristics and Classification of Consumer Wants.

**Unit II Demand Analysis**

Meaning – Definitions – Demand Functions – Law of Demand and Supply – Factors Determining Demand – Extension and Contraction in Demand – Increase and Decrease in Demand – Elasticity of Demand: Meaning – Types – Importance-Demand Forecasting – Importance- Methods of Demand Forecasting.

**Unit III Pricing Methods**

Peak load pricing- pricing over the lifecycle of a product-Pioneer pricing-Skimming pricing, surge pricing, Penetration price - Multi-product pricing - Transfer pricing - Product line pricing - Dual pricing concept.

**Unit IV Profits**

Accounting and Economic Profits –Measurement – Profit policy – Profit planning and forecasting – Break-Even Analysis – Cost output Relationship – Safety Margin.

**Unit V Capital Budgeting**

Cost of Capital –Capital Budgeting –Methods of Appraising a Project, Profitability.

**Text Books**

1. SankaranS , Business Economics

**Reference Books**

1. Ahuja, H.L., Business Economics,
2. Nelli and Parker, The Essence of Business Economics.
3. Ferguson P.R, Rothschild R., and Ferguson G.J., Business Economics.
4. Cauvery R, Business Economics.

## **BUSINESS ECONOMICS**

**Time: 3 hours**

**Maximum marks: 75**

**Section –A (10 x 2 = 20 marks)**

**Answer ALL the questions**

**Answer all the questions**

1. Definition of Business Economics?
2. What is Economics
3. What is mean by Demand Functions
4. What is mean by Elasticity of Demand ?
5. Define the Peak Load Pricing
6. State by the Multi Product Pricing
7. Define Accounting and Economic Profit
8. What is Cost Output Relationship
9. Define the Cost of Capital
10. What is the Profitability

**Section –B (5x5=25)**

**Answer any Five questions**

- 1.a) What are the Nature and Scope of Business Economics?  
(Or)
- b) Explain the Objectives of Business Firms
- 2.a) Explain the Law of Demand and Supply  
(or)
- b) Difference between the methods of demand forecasting
- 3.a) Explain the Pricing over the life cycle of a product  
(or)
- b) Short notes Dual Pricing concept
- 4.a) Explain the Profit Policy  
(or)
- b) State the Safety Margin
- 5.a) Explain various the Capital Budgeting  
(or)
- b) Short notes the methods of Appraising a Project?

**Section –C (3x10=30)**

**Answer any Three questions**

1. Explain the Various Business Economics in Consumer Wants
2. Discuss the Increase and Decrease in Demand
3. Explain the Penetration Price and Product line pricing
4. Discuss the Break Even Analysis
5. Explain the Capital Budgeting and Cost of Capital

**B.A. ECONOMICS**  
**SEMESTER - VI**  
**ALLIED VI - ENTREPRENEURSHIP DEVELOPMENT**

Objectives: To develop an interest in entrepreneurial activity, to equip them with entrepreneurial skills for self-employment.

**UNIT I INTRODUCTION**

Entrepreneurship – Meaning and definition – Importance – Factors affecting entrepreneurial growth – Social, economic and environmental factors – Types and functions of an entrepreneur – Qualities of a successful entrepreneur – Distinction between an Entrepreneur and a Manager.

**UNIT II WOMEN ENTREPRENEURS**

Concepts – Functions and role of women entrepreneurs – Problems of women entrepreneurs – Selection of industry by women entrepreneurs – Rural entrepreneurs – Problems of rural entrepreneurs.

**UNIT III BUSINESS IDEA GENERATION**

Sources – processing and selection – Selection of Types of Organisation – Project Classification and Identification – Project Objectives – Internal and External constraints – Format for a Report.

**UNIT IV TRAINING AND FINANCE**

Objectives of Training – Phases of EDP – Special agencies for training – Institutional Finance with special emphasis of commercial banks – IDBI – IFCI – ICICI – SFCS – SIPCOT – Khadi and Village Industries Commission.

**UNIT V ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT**

Small Scale Industries and their significance – Problems of small scale industries- Small scale industries in Tamil Nadu – SHGs and Micro Finance.

**Text Books**

1. Jayshree Suresh, Entrepreneurial Development.

**Reference Books**

1. Kanka. S.S, Entrepreneurial Development.
2. Gupta. C.B, Entrepreneurial Development.
3. Saravanavel, Entrepreneurial Development.

**ALLIED VI - ENTREPRENEURSHIP DEVELOPMENT**

**Time: 3 hours**

**Maximum marks: 75**

**Section –A (10 x 2 = 20 marks)**

**Answer ALL the questions**

1. Define Entrepreneurship
2. State the Environmental Factors
3. State the Industry
4. Meaning of Rural Entrepreneurs
5. Meaning of Organization
6. Meaning Business
7. Expand ICICI
8. Expand SFCS
9. Meaning of Micro Finance
10. Define SHG

**Section –B (5x5=25)**

**Answer any Five questions**

- 1.a) What are the importance of Entrepreneurship?  
(Or)
- b) Explain are the Environmental Factors
- 2.a) Explain of Women Entrepreneurship  
(or)
- b) State the Problems of Women Entrepreneurship
- 3.a) Types of Organization  
(or)
- b) State the Business Idea Generaion
- 4.a) Explain the Commercial Banks  
(or)
- b) State the Khadi and Village industries commission
- 5.a) Explain the Small Scale Industries  
(or)
- b) Short notes Micro Finance

**Section –C (3x10=30)**

**Answer any Three questions**

1. What are the Types and Functions of Entrepreneurship?
2. Discuss the Rural Entrepreneurship
3. Explain Internal and External constraints
4. Explain IDBI
5. Explain Small Scale Industries in Tamil Nadu

**B.A. ECONOMICS**  
**SEMESTER - VI**  
**MBEC - II - ECONOMICS OF INSURANCE**

**OBJECTIVES:** To give fairly comprehensive view of the insurance to the students of economics. To provide knowledge of basic concepts, importance and various insurance legislation in India.

**UNIT I NATURE AND IMPORTANCE OF INSURANCE**

Definition - Origin –Principles and Nature of Insurance-Primary and Secondary Functions - Characteristics - Importance to Individual, Business and Society.

**UNIT II INSURANCE CONTRACT AND RISK MANAGEMENT**

Meaning of Contract - Insurable Interest - Utmost Good Faith - Principle of Indemnity and other Principles - Risk Management: Definition and Types - Management of Risk through Identification analysis and control.

**UNIT III PERSONAL LIFE INSURANCE AND INDUSTRIAL LIFE INSURANCE**

Features of Life Insurance - Proximate Cause - Assignment and Nomination - Rate of Premium - Endowment Policies - Accident Benefit - Disability Benefits - Industrial Life Insurance: Purpose – Group Life Insurance - Benefits.

**UNIT IV PROCEDURE TO BECOME AN INSURANCE AGENT**

Agency - Regulation – Perquisites - Characteristics- disqualification-Kinds of agents – Duties & Functions - Rights- Working systems Remuneration of Agents- Other benefits- Position of Insurance Agent in India

**UNIT V INSURANCE BUSINESS IN INDIA**

Major Insurance Legislation - Growth of Industry – Agricultural Insurance - Health Insurance -Reinsurance - Entry of Private Insurance Companies - Insurance Act, LIC Act, GIC Act, IRDA Act.

**Text Books**

1. Mishra M.N, Insurance: Principles &Practices.
2. Murthy,A, Elements of Insurance.

**Reference Books**

1. Srivatsava D.C &Shashank Srivastava, Indian Insurance IndustriesTransition & Prospect.
2. Holyoake, Julia & William Weipers, Insurance.
3. Sharma. R.S, Insurance , Principles and practice.
4. Arifkhan. M,Theory and Practice of Insurance



## **ECONOMICS OF INSURANCE**

**Time: 3 hours**

**Maximum marks: 75**

### **Section –A (10 x 2 = 20 marks)**

**Answer ALL the questions**

1. Define Insurance
2. Any one importance of characteristics of Insurance
3. State the risk management
4. Meaning of insurance contract
5. Meaning of Group life insurance
6. Meaning of Endowment Policies
7. Define Insurance Agent
8. State the Insurance agent
9. Meaning of Industry
10. Expand IRDA

### **Section –B (5x5=25)**

**Answer any Five questions**

1.a) What are the Principles insurance schemes?

(Or)

b) Explain Secondary Function of insurance

2.a) Explain Risk management

(or)

b) State the Insurable interest

3.a) Explain various types of insurance

(or)

b) What are the Features of Life Insurance

4.a) What are the Benefits of Life Insurance

(or)

b) What are the Functions of Insurance Agent

5.a) Explain Health Insurance

(or)

b) Short note on Possession of insurance agent in India

### **Section –C (3x10=30)**

**Answer any Three questions**

1. Difference between Government Insurance and Private Insurance Companies?
2. Discuss the Rights and Working systems of insurance agent
3. Explain Disability Benefits life insurance
4. Explain Primary and Secondary Functions of Insurance
5. What are the Characteristics insurance company