

**Department** : **Economics**  
**Class** : **I B.A Economics**  
**Title of the Course** : **Micro Economics II**  
**Semester** : **II**  
**Course Code** : **FU232CC1**

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
FU232CC1	5	-	-	-	5	5	75	25	75	100

### Learning Objectives

1. To equip the students to gain knowledge on the market structures
2. To understand the monopoly and price discrimination in the market

### Course Outcomes

On the successful completion of the course, students will be able to:		
CO - I	understand the equilibrium conditions in Perfect Competition.	<b>K1 &amp; K2</b>
CO - 2	describe the equilibrium conditions under Monopoly Market Structure.	<b>K1 &amp; K2</b>
CO - 3	discuss the Market Equilibrium under Monopolistic and Oligopoly Market.	<b>K2 &amp; K3</b>
CO - 4	know the importance of theories of Distribution.	<b>K2 &amp; K3</b>
CO - 5	explain the aspects of Welfare Economics and General Equilibrium.	<b>K2 &amp; K3</b>

**K1** - Remember; **K2** - Understand; **K3** - Apply

### Teaching plan

**Total Contact hours: 75 (Including lectures, assignments and tests)**

Unit	Module	Topic	Teaching Hours	Cognitive level	Pedagogy	Assessment/ Evaluation
I	1	Features of Perfect Competition	4	K1(R)	Introductory session	Recall steps, Concept definitions
	2	Equilibrium of the firm and the industry in the Short Run	3	K1 (R)	Lecture,	Evaluation through MCQ, True/False
	3	Long-Run Equilibrium in Perfect Competition-	3	K1 (R)	Lecture, PPT, Group Discussion	Evaluation essay
	4	Time Element Analysis.	2	K2 (U)	Lecture, PPT	Evaluation through True/False(Slido)
II	1	Definition of Monopoly–Demand and Marginal Revenue	3	K2 (U)	Introductory session	Evaluation through MCQ, True/False
	2	Equilibrium under Monopoly	3	K2 (U)	Lecture, Group Discussion	Evaluation essay
	3	Policies to Control Monopoly	2	K2 (U)	Lecture, PPT, Group	Evaluation through True/False

				Discussion	
	4	Price Discrimination– First Degree,	2	K1 (R)	Lecture, PPT Evaluation through shot test (Mentimeter)
	5	Second Degree and Third-Degree	2	K1 (R)	Lecture, PPT, Group Discussion Evaluation through MCQ, True/False
	6	Price Discrimination – Dumping	3	K1 (R)	Lecture, Group Discussion Evaluation (Mentimeter)
III	1	Monopolistic Competition– Features	3	K2 (U)	Introductory session Evaluation through MCQ, True/False(Slido)
	2	Product Differentiation	2	K2 (U)	Lecture, PPT Evaluation essay
	3	Market Equilibrium and Short Run and Long Run-	2	K3 (Ap)	Lecture, PPT, Group Discussion Evaluation through True/False
	4	Barriers to Entry – Group and Industry Equilibrium–	3	K3 (Ap)	Lecture, Group Discussion Evaluation through True/False
	5	Excess Capacity - Oligopoly	2	K3 (A)	Lecture, Group Discussion Evaluation through shot test
	6	Kinked Demand Curve	3	K3 (Ap)	Lecture, Group Discussion Evaluation through True/False
IV	1	Functional and Personal Distribution	3	K2 (U)	Introductory session Evaluation through shot test
	2	Marginal Productivity Theory of Distribution	4	K2 (U)	Lecture, PPT, Group Discussion Evaluation through True/False
	3	Product Exhaustion Theorem	4	K3 (Ap)	Lecture, Group Discussion Shot test
	4	Concepts of VMP and MRP.	4	K3 (Ap)	Lecture, Group Discussion Shot test
V	1	Welfare Criteria – Adam Smith	3	K2 (U)	Introductory session Evaluation through MCQ, True/False
	2	Edgeworth –	3	K2 (U)	Lecture, PPT, Group Discussion Evaluation through True/False
	3	Pareto	3	K3 (Ap)	Lecture, Group Discussion Evaluation through shot test

4	Market Failure – Externalities	3	K3 (Ap)	Lecture, PPT, Group Discussion	Evaluation through MCQ, True/False(Slido)
5	Walrasian General Equilibrium	3	K3 (Ap)	Lecture, Group Discussion	Evaluation through shot test

Course Focusing on : Employability/ Entrepreneurship Skill  
 Activities (Em/ En/SD) : Poster Presentation  
 Assignment : Album making on Kinked Demand Curve, Walrasian General Equilibrium

### Sample questions

#### Part A

1. Give the abbreviation of TFC
2. Which cost increases continuously with the increase in production?  
 a) average cost    b) marginal cost    c) variable cost    d) total cost
3. The equilibrium condition of the firm is \_\_\_\_\_.  
 a)  $MC = MR$     b)  $MC < MR$     c)  $MC > MR$     d) AC
4. Price discrimination is of \_\_\_\_\_ kinds.  
 a) two    b) three    c) four    d) six
5. The book “Theory of Monopolistic Competition” was written by  
 a) E.H. Chamberlin    b) Mrs. Joan Robinson  
 c) Marshall    d) Pigou
6. The shape of the Total Fixed Cost (TFC) Curve is \_\_\_\_\_  
 a) vertical    b) horizontal    c) 45-degree line    d) U-shaped

#### Part – B

7. Illustrate the relationship between MR and AR curve.
8. Why does the AC curve “U” shaped?
9. What do you mean by perfect competition?
10. List out the types of monopoly.
11. Examine the characteristics of monopolistic competition.

#### Part – C

12. Discuss the equilibrium of the firm under perfect competition.
13. Enumerate the features of Monopoly.
14. How will you determine the price under monopolistic competition?
15. Determine the types of price discrimination.

**Head of the Department: Dr. S. Jeni Sanjana    Course Instructor: Dr. Jeni Sanjana**

**Department** : **Economics**  
**Class** : **I B.A Economics**  
**Title of the Course** : **Statistics for Economics - II**  
**Semester** : **II**  
**Course Code** : **FU232CC2**

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
FU232CC2	5	-	-	-	5	5	75	25	75	100

### Learning Objectives

1. To understand the various methods of index numbers and its applications
2. To know the theories of probability and its applications

### Course Outcomes

On the successful completion of the course, students will be able to:		
CO - I	determine the various Sampling Methods	<b>K2 &amp; K3</b>
CO - 2	explain the importance of Time Series Data and its measurement	<b>K1 &amp; K2</b>
CO - 3	recognize knowledge on the Index Numbers	<b>K1 &amp; K2</b>
CO - 4	understand the concept of Probability	<b>K2 &amp; K3</b>
CO - 5	illustrate the steps on Hypothesis Testing	<b>K2 &amp; K3</b>

**K1** - Remember; **K2** - Understand; **K3** - Apply

### Teaching plan

**Total Contact hours: 75 (Including lectures, assignments and tests)**

Unit	Module	Topic	Teaching Hours	Cognitive level	Pedagogy	Assessment/ Evaluation
I	1	Census and Sample Method – Theoretical Basis of Sampling	4	K2 (U)	Introductory session	Recall steps, Concept definitions
	2	Methods of sampling - Random and Non –Random Sampling	4	K2 (U)	Lecture, PPT, Group Discussion	Preparation of Question bank
	3	Size of Sample – Merits and Limitations of Sampling	3	K2 (U)	Solving problems, Group Discussion	Open book test
	4	Sampling and Non- Sampling Errors.	2	K3 (Ap)	Brainstorming	Class Test
II	1	Time Series Analysis Definition– Components and Measurement	5	K1 (R)	Introductory session	Oral Test
	2	Graphic Method - Methods of Semi	7	K2 (U)	Lecture, Illustration	Formative assessments

		Average, Moving Averages and Method of Least Squares				
	3	Uses of Time Series Analysis.	2	K1 (R)	Lecture	Class Test
III	1	Index Numbers – Methods – Unweighted and Weighted Index Numbers	5	K1 (R)	Introductory session	Evaluation through MCQ
	2	Aggregate and Relative Index Numbers	2	K1 (R)	Lecture, PPT	Evaluation through MCQ, True/False
	3	Chain and Fixed based Index Numbers	2	K2 (U)	Lecture, PPT	JAM
	4	Wholesale Price Index – Consumer Price Index – Cost of Living Index.	5	K2 (U)	Lecture, solving problems	Homework
IV	1	Key Concepts of Probability – Importance	2	K2 (U)	Introductory session	Surprise Test
	2	Addition, Multiplication and Bays' Theorem	4	K3 (Ap)	Lecture, PPT, Group Discussion	Homework
	3	Discrete and Continuous Random Variables	3	K2 (U)	Lecture, Group Discussion	Short test
	4	Theoretical Distributions – Binomial, Poisson and Normal	4	K3 (Ap)	Lecture, Problem solving	Homework
	5	Properties- Uses and Applications	2	K3 (Ap)	Lecture, PPT	Assignments
V	1	Hypothesis Testing – Meaning, Types	3	K2 (U)	Introductory session	Evaluation through MCQ, True/False
	2	Sources and Functions of Hypothesis	3	K2 (U)	Lecture, PPT	Evaluation through True/False
		Test: Null and Alternative Hypothesis	4	K3 (Ap)	Lecture	Group Discussion
		Type – I and Type	3	K3 (Ap)	Lecture,	Seminar

4	- II Errors.			Group Discussion	
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Course Focusing on : Employability/ Entrepreneurship Skill  
 Activities (Em/ En/SD) : Problem solving  
 Assignment : Album making on methods of sampling

**Sample questions**

**Part A**

- Multistage sampling is otherwise known as  
 a. Chunk method    b. Cluster sampling    c. Optimum sampling    d. Systematic sampling
- A time series is set of observations taken at a specified time usually at equal interval. State True/False
- Index Numbers are averages indicating changes in variables. True/False
- In addition theorem of probability  $P(A \text{ or } B) = ?$
- The contradictory to the null hypothesis is \_\_\_\_\_ hypothesis

**Part – B**

- Write a note on ‘census method’ of data collection.
- List out the uses of time series analysis
- What do you mean by index number? Define it.
- A bag contains 10 white, 10 black and 10 red balls. A ball is drawn at random. What is the probability that the ball is either white or red?
- What are the functions of hypothesis?

**Part – C**

- Discuss random and non – random sampling methods.
- Explain the components of time series analysis
- Calculate Fishers ideal index number

Commodities	Prices		Quantities	
	2012	2016	2012	2016
A	20	40	10	11
B	7	15	3	3
C	50	70	13	15
D	100	140	1	1
E	55	75	30	35

- The bag contains 10 white, 5 red and 20 black balls 2 balls are drawn at random find the probability that the balls are both black.
- Describe the types of errors in testing of hypothesis.

**Department** : **Economics**  
**Class** : **I B.A Economics**  
**Title of the Course** : **NME – Economics for Investors**  
**Semester** : **II**  
**Course Code** : **FU231NM2**

Course Code	L	T	P	Credits	Inst. Hours	Total Hours	Marks		
							CIA	External	Total
FU231NM2	2	-	-	2	2	30	25	75	100

### Objectives

1. To understand concepts of saving and investments
2. To probe the various investment avenue and its practice applications

### Course outcomes

On the successful completion of the course, student will be able to:		
1.	Identify the types and importance of savings and investments.	<b>K1 &amp; K2</b>
2.	Explain the available for investment avenues	<b>K1 &amp; K2</b>
3.	Understand the operations of different types of investment markets.	<b>K2 &amp; K3</b>
4.	List the economic fundamentals and information.	<b>K2 &amp; K3</b>
5.	Determine the objective enabling investment plans, strategy, evaluate and restructure if required.	<b>K2 &amp; K3</b>

**Teaching plan**  
**Total Contact hours: 30 (Including lectures, assignments and tests)**

<b>Unit</b>	<b>Module</b>	<b>Topic</b>	<b>Teaching Hours</b>	<b>Cognitive level</b>	<b>Pedagogy</b>	<b>Assessment/ Evaluation</b>
I	1.	Saving and Investments – Meaning – Types - Importance	1	K2(U)	Lecture using Chalk and talk	Evaluation through short test, MCQ,
	2.	Role of Savings and Investment on the development of Individuals- Distributional Role of Investment	1	K1(R)	Group Discussion	Concept definitions
	3.	Income and Wealth – Equitable Distributional Role	1	K1(R)	PPT	Slip Test
II	4.	Traditional Investment – Cash, Deposits, Gold, Silver, Commodities Real Estates. Modern Investment	2	K2(U)	PPT	Quiz
	5.	Direct Investment – Portfolio Investment - Insurance -Mutual Funds -Traded Funds.	2	K1(R)	PPT	Shot Answer
III	6.	Capital Market – Share Market – Primary and Secondary, Hedging - Futures and Options	3	K2(U)	Lecture	CIA
	7.	Bond Markets- Money Market – Metal Market - Commodities Markets – Foreign Exchange Market	2	K3(A)	Lecture	Evaluation through short test
IV	8	Domestic Economic Environment: Economic Growth and Development – National Income – Per Capita Income,	3	K2(U)	Lecture with group discussion	Evaluation through short test



		Unemployment – Taxes, Trade Cycle – Infrastructure				
	9	Physical and Economic. Political and Social Environment- International Economic Environment: International Economic Growth and Development, Trade, Foreign Exchange - Global Recession- Oil Market – War Between Countries	3	K3(A)	Lecture with group discussion	Evaluation through short test
V	10	Cash Flow – Capital Gain – Risk Rewarding –	2	K2(U)	Peer Teaching discussion	Group assessment
	11	Asset Accumulation - Risk Distribution – Asset Management.	2	K3(A)	Peer Teaching discussion	Group assessment

Course Focussing on : Employability  
 Activities (Em/ En/SD) : Group Discussion  
 Course Focussing on Cross Cutting Issues : Human Values  
 Activities related to Cross Cutting Issues : Group Discussion  
 Assignment : Share Market

**Part – A**

1. What does “saving” refers to in the context of personal finance?
  - a) Spending money on immediate needs
2. Which of the following is considered traditional investments?
  - a) Mutual Funds
  - b) Portfolio investment
  - c) Real estate
  - d) Traded funds
3. Which of the following is an example of modern investment?
  - a) Cash
  - b) Gold
  - c) Mutual funds
  - d) Traded funds
4. What does “per capita income” represent?
  - a) Total income of a nation
  - b) Average income per person in a nation
  - c) Income earned by the government
  - d) Total export income
5. What is primary goal of “Asset Management”?
  - a) Maximising capital gains
  - b) Minimizing cash flow
  - c) Achieving risk free investment
  - d) Efficiency managing and growing a portfolio of assets

### **Part – B**

6. How can investments contribute to the Economic Development of a country? Provide at least two ways.
7. What role does liquidity play in modern investments?
8. Discuss the risk factors associated with investing in real estate compared to cash deposits.
9. Define the concept of the trade cycle.
10. Define cash flow.

### **Part – C**

11. Explain the importance of savings for individuals.
12. Compare and contrast traditional investments with modern investments.
13. Discuss the different types of insurance products and their potential benefits for individuals and Business.
14. Analyse the relationship between economic growth development and national income.
15. Examine the relationship between cash flow and capital gain in investment strategies.

**Course Instructor: Ms. J. Josephine Shiny**

**HOD: Dr. S. Jeni Sanjana**

**Department** : **Economics**  
**Class** : **I B.A Economics**  
**Title of the Course** : **Generic Elective -I: Introduction to E-Commerce**  
**Semester** : **I**  
**Course Code** : **FU232GE1**

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
FU232GE1	4	-	-	-	3	4	60	25	75	100

### Learning Objectives

1. To learn the nature and concepts of E-commerce in India
2. To understand the various business models for E-Commerce and its uses

### Course Outcomes

On the successful completion of the course, student will be able to:		
1.	understand the pros & cons of E-commerce.	<b>K1 &amp; K2</b>
2.	explain the various models of E-commerce.	<b>K1 &amp; K2</b>
3.	understand the online business transaction and their impact on related service providers.	<b>K2 &amp; K3</b>
4.	understand the e-marketing mix and be familiar with consumer protection.	<b>K2 &amp; K3</b>
5.	know the mechanism of E- payment and its operations.	<b>K2 &amp; K3</b>

## Teaching plan

**Total Contact hours: 60 (Including lectures, assignments and tests)**

Unit	Module	Topic	Teaching Hours	Cognitive level	Pedagogy	Assessment/ Evaluation
I	1.	Meaning – Nature – Concepts – advantages and disadvantages .	3	K2(U)	Introductory session	Recall steps, Concept definitions
	2.	Online Transaction - Types of E-Commerce - Growth of E-Commerce in India	3	K1 (R)	Lecture, PPT	Evaluation through MCQ, True/False
II	1.	E-commerce Models	2	K2 (U)	Introductory session	Evaluation through MCQ, True/False
	2.	Business-to-Business (B2B) – Business– to-Consumer (B2C) - Consumer-to-Consumer (C2C) -	4	K2 (U)	Lecture, Group Discussion	Evaluation essay
	3.	Consumer-to-Business (C2B) - Direct to Customer (D2C) –	3	K2 (U)	Lecture, PPT, Group Discussion	Evaluation through True/False
	4.	Peer-to-Peer(P2P) - Brokerage Model - Aggregator Model.	3	K1 (R)	Lecture, PPT	Evaluation through shot test
III	1.	E-Commerce Applications in Various Industries	2	K2 (U)	Introductory session	Evaluation through MCQ, True/False
	2.	Banking, Insurance, Payment Of Utility Bills	2	K2 (U)	Lecture, PPT	Evaluation essay
	3.	Online Marketing /E-Tailing (Popularity, Benefits, Problems and Features)	3	K3 (A)	Lecture, PPT, Group Discussion	Evaluation through True/False
	4.	Online Services (Financial, Travel and Career)	2	K2 (U)		
	5.	Auctions, Online Portal, Online Learning – Publishingand Entertainment - Online Shopping	4	K3 (A)	Lecture, Group Discussion	Evaluation through shot test

IV	1.	E-Advertising techniques: Banners, Sponsorships, Portals, and online coupons-	3	K2 (U)	Introductory session	Evaluation through shot test
	2.	Role of Influencers in Social Media-Marketing-Porters Value Chain Model-E- Commerce and consumers	4	K2 (U)	Lecture, PPT, Group Discussion	Evaluation through True/False
	3.	Consumer Protection (E-Commerce) Rules 2020 and Latest Amendments	3	K3 (A)	Lecture, Group Discussion	Longer essay
V	1.	Models and Methods of e-Payments (Debit Card, Credit Card, Smart Cards, e-money)	3	K2 (U)	Introductory session	Evaluation through MCQ, True/False
	2.	Digital Signatures (procedure, working and legal position) - Payment Gateways	3	K2 (U)	Lecture, PPT, Group Discussion	Evaluation through True/False
	3.	Online Banking: Meaning, Concepts, Importance, Electronic Fund Transfer	3	K3 (A)	Lecture, Group Discussion	Evaluation through shot test
	4.	Automated Clearing House - Automated Ledger posting	3	K3 (A)	Lecture, Group Discussion	Evaluation through MCQ, True/False
	5.	Risks involved in e-payments.	3	K3 (A)	Lecture, PPT, Group Discussion	Longer essay

Course Focussing on : Entrepreneurship / Skill Development  
 Activities (Em/ En/SD) : Group Discussion  
 Course Focussing on Cross Cutting Issues : Professional Ethics  
 Activities related to Cross Cutting Issues : Poster presentation advertisement  
 Assignment : PPT prepare for add

### Sample questions

#### Part A

- What is the primary objective of e-commerce?
  - Maximum physical store sales
  - Facilitating online transactions
  - Reducing digital presence
  - Limiting customer access
- In a C2B model, who initiates the transaction?
  - Business
  - B2C
  - C2C
  - D2C

3. Which industry relies heavily on E- Commerce for payment of utility bills and online Transactions.  
a) Health care   b) Telecommunications   c) Entertainment   d) Manufacturing
4. What is the primary role of influences in social media marketing?  
a) Creating online portals   b) Generating online coupons  
c) Building brand awareness and credibility   d) Managing banner ads
5. What is the purpose of a digital signature in electronic transactions?  
a) Encrypting payment   b) Authorizing credit card transactions  
c) Verifying identity of the sender   d) Generating one time passwords

**Part B**

6. Discuss two advantages and two disadvantages of e-commerce for business.
7. Briefly explain the concept of Peer – to – peer in E- commerce.
8. Describe the features of online learning platforms and their impact on education.
9. Explain the concept of E- advertising.
10. What is the significance of payment?

**Part C**

11. Discuss the different types of e-commerce and provide examples of each.
12. Examine the role of Peer – to – Peer transactions in the sharing economy.
13. Analyse the role of e-commerce in providing online services in the financial travel and career sectors.
14. Determine the various techniques and strategies involved in E- Advertising.
15. Explain the role and importance of digital signature.

**Course Instructor: Ms. J. Josephine Shiny**

**HOD: Dr. S. Jeni Sanjana**

**Department** : **Economics**  
**Class** : **II B.A Economics**  
**Title of the Course** : **Macro Economics – II**  
**Semester** : **IV**  
**Course Code** : **FC2041**

Course Code	L	T	P	S	Credits	Inst. Hours	Total Hours	Marks		
								CIA	External	Total
FC2041	6	-	-	-	5	6	90	25	75	100

### Learning Objectives

1. To understand the various theories of investment and distribution
2. To appraise the objectives of macroeconomic policy

### Course Outcomes

On the successful completion of the course, students will be able to:		
CO - I	explain concepts and theories of investment	<b>K1 &amp; K2</b>
CO - 2	understand the theories of distribution	<b>K1 &amp; K2</b>
CO - 3	identify the features and theories of interest rate determination	<b>K1 &amp; K2</b>
CO - 4	appraise the objectives of macroeconomic policy, features of full employment, price stability and balance of payments	<b>K2 &amp; K3</b>
CO - 5	review the features of supply side economics	<b>K2 &amp; K3</b>

**K1** - Remember; **K2** - Understand; **K3** - Apply

### Teaching plan

**Total Contact hours: 90 (Including lectures, assignments and tests)**

Unit	Module	Topic	Teaching Hours	Cognitive level	Pedagogy	Assessment/ Evaluation
I	1	Meaning of Capital and Investment , Types of investment, Determinants of Investment: Marginal Efficiency of Capital, Marginal Efficiency of Investment	8	K1 (R)	Lecture, Discussion	Slip Test
	2	Factors affecting Marginal Efficiency of Capital	3	K1 (R)	PPT ,Lecture, Discussion	Assignment
	3	Relation between Marginal Efficiency of Capital and Marginal Efficiency of Investment.	4	K2 (U)	Lecture, PPT	Open book test
II	1	Interest rate , Theories of interest rate determination , Transitivity theory, Liquidity preference	3	K1 (R)	Collaborative learning	Quiz

		Theory, Modern Theory				
		Terms and structure of interest rate, Long period and short period rate, Administered interest rate	8	K2 (U)	Cooperative Learning	Oral Test
III	1	Distribution - Personal vs functional, Micro, Macro distribution	3	K1 (R)	Brainstorming	Group Discussion
		Ricardian Theory of Distribution, Marxian Theory of Distribution, Kaldor's Theory of Distribution	8	K2 (U)	Lecture, Illustration	Preparation of Question bank
IV	1	Objectives of Macro Economic policy, Conflicts or Trade-off in policy objectives: Full employment and economic growth,	6	K2 (U)	Debate	Open book test
	2	Economic Growth and price stability, Full employment and price stability	5	K3 (Ap)	Panel Discussion	Class Test
	3	Full employment and balance of payments, Price stability and Balance of payments	1	K2 (U)	Lecture, Group Discussion	Short test
V	1	Supply side Economics Meaning, Main features, Tax induced change in Aggregate Supply	5	K2 (U)	Brainstorming	JAM
	2	Increasing growth rate, Policy prescription, Laffer curve, Limitations	5	K3 (Ap)	Lecture, PPT	Group Discussion

Course Focusing on : Employability/ Entrepreneurship Skill  
 Activities (Em/ En/SD) : Group Discussion  
 Assignment : Factors affecting Marginal Efficiency of Capital



## Sample questions

### Part A

1. All real investments made in a country during a year is \_\_\_\_\_ investment  
a) gross      b) net      c) autonomous      d) induced
2. \_\_\_\_\_ is the reward for parting with liquidity for a special period  
a) Interest      b) Profit      c) Wage      d) Subsidy
3. Functional distribution is otherwise known as the theory of  
a) Personal Distribution      b) Income Distribution      c) Factor Pricing      d) Product Pricing
4. The two main instruments of Macro Economic policy are \_\_\_\_\_ and \_\_\_\_\_.
5. Supply-siders regard \_\_\_\_\_ cuts as means of raising growth rate.  
a) price      b) wage      c) tax      d) income

### Part – B

6. What do you mean by autonomous investment?
7. Write a note on long period and short period interest rates.
8. Differentiate macro–distribution from micro-distribution.
9. Point out the conflicts between Economic Growth and price stability under Macro Economic policy.
10. List out the limitations of Laffer Curve.

### Part – C

11. Discuss the factors affecting marginal efficiency of capital.
12. Evaluate the Transitivity Theory of Interest.
13. Examine the Ricardian theory of distribution.
14. Describe the objectives of Macro-Economic Policy.
15. Elaborate the features of supply-side Economics.

**Head of the Department: Dr. S. Jeni Sanjana      Course Instructor: Dr.S.Panimaya Mercy**

**Department** : **Economics**  
**Class** : **II B.A Economics**  
**Title of the Course** : **Entrepreneurial Development**  
**Semester** : **IV**  
**Course Code** : **FC2042**

Course Code	L	T	P	Credits	Inst. Hours	Total Hours	Marks		
							CIA	External	Total
FC2042	5	-	-	4	5	75	25	75	100

### Objectives:

1. To enrich the students to know about the need, supporting facilities, obstacles for entrepreneurship, importance of entrepreneurship and types of industrial ventures.

2. To provide exposure to the students to the entrepreneurial culture and industrial growth so as to prepare them to setup and manage their own small units.

### Course Outcomes

CO	Upon completion of this course the students will be able to	PSO addressed	CL
	:		
CO - 1	define the interrelationship, the types and character of entrepreneurs	PSO – 1	Re
CO -2	illustrate the motivational theories, business ideas and production function	PSO – 8	Ap
CO – 3	apply the techniques and principles to Small Scale Industry for developing the economy	PSO – 8 PSO - 4	Ap
CO – 4	list the Institutions for entrepreneurial Development	PSO – 8	R
CO – 5	analyze the project ideas and formulation evaluation	PSO – 6	An

### Teaching Plan

**Total contact hours: 75 (Including lectures, assignments and test)**

Unit	Module	Topics	Teaching Hours	Cognitive level	Pedagogy	Assessment / Evaluation
I	1	Concept of Entrepreneur - Characters of an Entrepreneur - Distinction between Entrepreneur & Manager	5	K1 (R)	Lecture Discussion	Short test Formative Assessment I CIA
	2	Function & Types of Entrepreneur -	3	K1 (R)	Lecture	Multiple choice

		Concept of Entrepreneurship - Role of Entrepreneurs in Economic Development			Presentation	questions Formative Assessment I CIA
	3	Women Entrepreneurial Ship - Function, Problems and recent trends, Social Entrepreneurship	4	K1 (R)	Lecture with illustration	Formative Assessment I CIA
II	1	Economic and Non - Economic factors- role of Government - Entrepreneurial Motivation	3	K3 (Ap)	Lecture Cooperative learning	Formative Assessment I CIA
	2	Theories-Factors- Entrepreneurial Development - Need, Objectives, Phases and Evaluation	6	K3 (Ap)	Lecture Peer teaching	Quiz Formative Assessment I CIA
III	1	Meaning - Identification- Selection - Project Formation	5	K3 (Ap)	Lecture Cooperative learning	Formative Assessment II CIA
	2	Significance - Contents of a Project Proposal – Formulation, Nidhi Yoyak Guidelines	5	K3 (Ap)	Lecture Discussion	Formative Assessment II CIA
IV	1	Concept - Methods of Appraisal - Need for Financial Planning	2	K1 (R)	Lecture Group Discussion	Formative Assessment II CIA
	2	Sources of Finance-Capital Structure - Capitalisation - Venture Capital, Export Finance	9	K1 (R)	Lecture with PPT	Short test Formative Assessment II CIA
V	1	Commercial	8	K5 (An)	Lecture with	Formative

		Bank, Industrial - Development of India (IDBI) , Industrial Finance corporation of India (IFCI), Industrial Credit & Investment, Corporation of India (ICICI) Unit Trust of India (UTI),			illustration	Assessment III CIA
	2	State Financial Corporation (SECs), State Industrial Development Corporation (SIDCO), Exam Bank of India – Institutional Support to Entrepreneur – National Small Industries Corporation Ltd, (NSIC)	8	K5 (An)	Lecture Brainstorming	Short test Formative Assessment III CIA
	3	Small Industries Development Organisation (SIDO)- Small Scale Industries Board (SSIB)- State Small Industries Development Corporations (SSICS),- Small Industries Service Institutes (SISI)- District Industries Centre(DICs).	7	K5 (An)	Lecture	Formative Assessment III CIA

Course Focussing on : Employability  
 Activities (Em/En/SD) : Poster Presentation  
 Course Focussing on Cross Cutting Issues : Professional Ethics  
 Activities related to Cross Cutting Issues : Group Discussion  
 Assignment : Album Making on Entrepreneur

**Part - A (10x1=10 marks)**

1. Expand EDP
2. Entrepreneurship was started in the state of Gujarat in  
a) 1970      b) 1790      c)1973      d)1979
3. Who explained the achievement motivation theory?
4. Availability of technology is one of the external motivating factors. True/  
False.
5. The World Bank defines a project as an approval for a-----

**Part – B**

6. Distinction between Entrepreneur and Manager.
7. Describe the objectives of evaluation.
8. Discuss the project identification.
9. Determine the sources of financé.
10. What is UTI?

**Part – C**

11. Explain the characteristics of an entrepreneur.
12. Explain the entrepreneurial motivation.
13. Analyse the guidelines of NitiAayog.
14. Explain the venture capital.
15. Discuss about the District Industrial Centre.

**Course Instructor: Ms. J. Josephine Shiny**

**HOD: Dr. S. Jeni Sanjana**

**Department** : **Economics**  
**Class** : **III B.A Economics**  
**Title of the Course** : **Principles of Marketing**  
**Semester** : **VI**  
**Course Code** : **FC2065**

Course Code	L	T	P	Credits	Inst. Hours	Total Hours	Marks		
							CIA	External	Total
FC2042	5	-	-	4	5	75	25	75	100

### Objectives

1. To train the students to effectively sell and market any product or service of any industry.
2. To orient the students with modern marketing and selling strategies.

### Course Outcomes

CO	Course Outcomes	PSO addressed	CL
CO- 1	understand the meaning, concepts and importance of marketing	PSO - 2	U
CO- 2	discuss the impacts of buying and assembling	PSO - 2	Ev
CO- 3	identify the classification of product and product planning	PSO - 2	Re
CO -4	explain the stages and product life cycle	PSO - 2	Ev
CO -5	understand the marketing risk and product diversification	PSO - 2	U

### Teaching Plan

**Total contact hours: 75 (Including lectures, assignments and test)**

Unit	Section	Topics	Teaching Hours	Cognitive Level	Pedagogy	Assessment/ Evaluation
I	1	Marketing: Definition, Objectives and Importance	2	K2 (U)	PPT	Quiz, Formative assessment I CIA
	2	Selling: Meaning – Differences between Selling and Marketing	2	K2 (U)	Lecture, Discussion	Formative assessment I CIA

	3	Marketing Mix – Elements, Concepts and Problems – 4 Ps of Marketing	3	K2 (U)	Lecture Illustration	Formative assessment I CIA Short test
II	1	Meaning of Buying – Kinds of Buyers – Elements and Problems of Buying	3	K5(Ev)	Lecture Cooperate	Assignment Formative assessment I CIA
	2	Purchasing Methods	1	K5(Ev)	Lecture Illustration	Formative assessment I CIA
	3	Assembling – Meaning – Advantages and Problems	3	K5(Ev)	Lecture Presentation	Assignment Formative assessment
III	1	Meaning of Product – Classification of Product – Product Attributes	4	K1 (R)	Lecture Discussion, Group Discussion	Formative assessment I CIA Assignment
	2	Product Line – Product Mix – Goals of Product Mix – Factors Influencing Product Mix	4	K1 (R)	Lecture problem	Formative assessment I CIA Short test
	3	Product Mix Strategies, Product Innovation	3	K1 (R)	Lecture Illustration	Formative assessment II CIA
IV	1	Product Life Cycle – Different Stages – Advantages – Development of New Product.	4	K5(Ev)	Lecture Discussion	Quiz Formative assessment II CIA
	2	– Managing New Product –	4	K5(Ev)	Lecture	Formative assessment

		New Product Planning – Process – Product Diversification			Illustration	II CIA Short test
	<b>3</b>	Product Elimination – Product Modification – Product Failure.	3	K5(Ev)	Lecture Discussion	Formative assessment II CIA
V	<b>1</b>	Sales Promotion – Definition – Purpose – Importance – Objective	4	K2 (U)	Lecture Brain storming	Formative assessment II CIA Short test
	2	Growth – AdLimitations – Kinds – Consumer Promotion	4	K2 (U)	Lecture Discussion	Quiz Formative assessment II CIA
	<b>3</b>	Dealer Promotion – Sales Force Promotions.	3	K2 (U)	Lecture Illustration	Formative assessment II CIA

Course Focusing on : Employability  
 Activities (Em/En/SD) : Debate  
 Course Focusing on Cross Cutting Issues : Professional Ethics  
 Activities related to Cross Cutting Issues : Group Discussion  
 Assignment : Create Advertisement

**Part A**

1. Which one is not a part of the 4 Ps.?
  - a) Product b) Price c) People d) Place
2. Who is the father of modern marketing?
  - a) Philip kotler b) Peter F drucker c) Abraham Maslow d) Raymond Kroc
3. Buying decision of a customer depends on his -----
  - a) Promotion b) Price c) Attitude d) Product



4. A Satisfied buyer is a silent-----.

- a) Advertisement      b) Salesman      c) Promotion      d) Target market

5. The composite of all products offered for sale by a firm is called.

- a) Product mix      b) Product line      c) Product      d) Product item

**Part - B**

11. Bring out the importance of marketing.

12. Classify the different kinds of buyers.

13. What do you mean by product mix?

14. Write a short note on Product failure.

15. Discuss the sales force promotion.

**Part - C**

16. Discuss the concept and problems of marketing mix.

17. Enumerate the advantages and problems of assembling.

18. Recall the classification of product.

19. Evaluate the new product planning process.

20. Elaborate the advantages and limitations of sales promotion.

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