

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MA DEGREE EXAMINATION DECEMBER 2024
(First Semester)**

Branch - **ECONOMICS**

ADVANCED MICROECONOMIC THEORY - I

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Micro analysis deals with the ----- (a) Allocation of resources of the economy as between production of different goods and services (b) Determination of prices of goods and services (c) Behaviour of individual decision makers (d) All the above	K3	CO1
	2	A Consumer is in equilibrium when he spends according to the --- (a) Law of diminishing marginal utility (b) Principle of equi-marginal utility (c) Law of demand and supply (d) Marginal propensity to consume	K3	CO1
2	3	Diseconomies of management result in ----- (a) Increasing returns to scale (b) Constant returns to scale (c) Decreasing returns to scale (d) both (a) and (b)	K2	CO2
	4	Marginal cost curve cuts the average cost curve ----- (a) At all points (b) At the left of its lowest point (c) At its lowest point (d) At the right of its lowest point	K2	CO2
3	5	A market system where there is only one buyer, is known as ---- a) Monopsony b) Monopolistic competition c) Monopoly d) Oligopoly	K2	CO3
	6	Factor prices are determined in the factor market under the forces of----- a) Marginal productivity b) Elasticity of demand c) Elasticity of supply d) Demand and supply	K2	CO3
4	7	Paul Sweezy used the kinked demand curve model to explain _____ in an oligopoly market. a) Price war b) Price rigidity c) Uncertainty d) Entry barriers	K3	CO4
	8	The basic assumption of Cournot model is ----- (a) Perfect assumption (b) Constant technology (c) Non-zero-sum game (d) No mutual dependence	K3	CO4
5	9	The economists Hall and Hitch are associated with ----- (a) Marginal cost pricing (b) Full cost pricing (c) Limit pricing (d) Total cost pricing	K2	CO5
	10	Difficulties encountered in entering an industry are often referred as _____. (a) Monopoly (b) Limit Barriers (c) Patent (d) Entry Barriers	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Examine the Samuelson's revealed preference theory.	K4	CO1
		(OR)		
	11.b.	Analyse the demand function with its determinants.		
2	12.a.	Illustrate the production function with one variable input.	K2	CO2
		(OR)		
	12.b.	Summarize the various types of cost curve under long-run and short-run.		
3	13.a.	Show the pricing under discriminating monopoly.	K2	CO3
		(OR)		
	13.b.	Outline the Chamberlin's view on Excess capacity.		
4	14.a.	Explain price rigidity under Oligopoly.	K5	CO4
		(OR)		
	14.b.	Interpret Chamberlin's Oligopoly Model with suitable diagram.		
5	15.a.	Summarize the theory full cost pricing.	K2	CO5
		(OR)		
	15.b.	Explain the Williamson's model of Managerial Discretion.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Analyze the Lancasterian's approach to demand theory.	K4	CO1
2	17	Construct Cobb – Douglas production function and indicate its limitations.	K3	CO2
3	18	Identify price-output determination under perfect competition in short-run and in long-run with suitable diagram.	K3	CO3
4	19	Analyze the models of price leadership.	K4	CO4
5	20	Examine the Baumol's sales revenue maximization model.	K4	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MA DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch - **ECONOMICS**

ADVANCED MACROECONOMIC THEORY AND ANALYSIS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	The term classical model was coined by ----- (a) Karl Marx (b) A.C.Pigou (c) Alfred Marshall (d) J. M. Keynes	K2	CO1
	2	Multiplier is the ratio of ----- (a) Change in investment to change in income (b) Change in income to change in interests (c) Change in income to change in investment (d) None of the above	K2	CO1
2	3	The Life cycle Hypothesis of consumption function is advocated by (a) Franco Modigliani, Brumberg and Ando (b) Duesenberry (c) J. M. Keynes (d) Milton Friedman	K2	CO2
	4	Which one of the following can stimulate investment? (a) Rise in the rate of interest (b) Tax Reduction (c) Lowering of the interest rate (d) War	K2	CO2
3	5	Kaldors model of trade cycle is based on ----- (a) Saving (b) Investment (c) MEC (d) Both (a) and (b)	K2	CO3
	6	The cyclical nature of economic activity is known as ----- (a) Monetary policy (b) Fiscal Relation (c) Trade cycle (d) Inflation	K2	CO3
4	7	The objectives of monetary policy will be ----- (a) Full Employment (b) Price Stability (c) Stability of foreign exchange rate (d) All the above	K2	CO4
	8	The stagflation refers to co-existence of ----- (a) Inflation and unemployment (b) Inflation and food problems (c) Deflation and unemployment (d) Deflation and Business Cycle	K2	CO4
5	9	The Purchasing power parity is (a) an economic term for measuring prices at different locations (b) an economic term to measure change in demand (c) an economic term to measure cost (d) None of these	K3	CO5
	10	The fixed exchange rate helps to ----- (a) induce capital from abroad (b) increase capital formation (c) promote foreign trade (d) all of the above	K3	CO5

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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the Philips Curve and its significance in policy making.	K2	CO1
		(OR)		
	11.b.	Illustrate the Robert Lucas New Growth Theory.		
2	12.a.	Analyse the Life Cycle Income Hypothesis with an example.	K4	CO2
		(OR)		
	12.b.	Examine the Flexible Accelerator theory of Investment.		
3	13.a.	Inspect the Schumpeter, innovation theory.	K4	CO3
		(OR)		
	13.b.	Simplify the Marxian theory of distribution.		
4	14.a.	Illustrate the Tinbergen's Approach.	K2	CO4
		(OR)		
	14.b.	Show the instruments of fiscal policy.		
5	15.a.	Show the factors influencing Exchange rate.	K2	CO5
		(OR)		
	15.b.	Summarise the significance of Purchasing Power Parity Concept.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Identify the differences between Classical views and Keynesian views on employment.	K3	CO1
2	17	Analyse the Permanent Income Hypothesis.	K4	CO2
3	18	Examine the Hicks theory of Trade Cycle.	K4	CO3
4	19	Make use of the effectiveness of Monetary and Fiscal Policy in controlling the Inflation.	K3	CO4
5	20	Analyse the Mundell- Fleming Model.	K4	CO5

Z-Z-Z

END

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MA DEGREE EXAMINATION DECEMBER 2024
(First Semester)**

Branch - ECONOMICS

GLOBAL ECONOMIC THEORIES AND POLICIES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	According to Eli Heckscher and Bertil Ohlin the differences in commodity price arise because of difference in _____ in countries. a) Comparative cost advantage b) Factor endowments c) Relative cost differences d) Technology adoption	K2	CO1
	2	The responsiveness of capital labour ratio (K/L) to changes in Marginal rate of Substitution (MRS) describes a) Elasticity of substitution b) Elasticity of Demand b) Technical Substitution d) Imitation Gap	K2	CO1
2	3	$U = U_{m1} / U_{m0} / U_{A1} / U_{A0}$ is developed by a) G.S.Dorrance b) H.Staehle c) F.W.Taussig d) Jacobviner	K2	CO1
	4	The Brander-Krugman model of Intra-Industry Trade is based on a) Perfect Competition b) Monopolistic Model c) Oligopolistic Model d) Duopoly Model	K2	CO1
3	5	When the duty is levied as a fixed percentage of value of the commodity is called as a) Compound Tariff b) Specific Tariff c) Protective Tariff d) Ad valorem Tariff	K2	CO1
	6	The rate at which the currency of one country is exchanged for the currency of another country is termed as a) Foreign Exchange Market b) Rate of Exchange c) Hedging d) Arbitrage	K2	CO1
4	7	The difference between the value of merchandise exports and the value of merchandise import is denoted as a) Balance of payments b) Deficit or surplus c) Balance of trade d) Disequilibrium	K2	CO1
	8	The deliberate government decision to reduce the value of Home Currency against the foreign currencies is called as a) Exchange depreciation b) Devaluation c) BOP deficit d) BOP surplus	K2	CO1
5	9	World Trade Organization(WTO) came into existence in a) 1995 b) 1996 c) 1994 d) 1993	K2	CO1
	10	TRIMS =? a) Trade Related Institute of Management System b) Technology Related Investment and Monetary System c) Trade Related Investment Measures d) Trade Related Intellectual Management	K2	CO1

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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the W.W.Leontief Paradox.	K2	CO1
		(OR)		
	11.b.	Illustrate the singer prebish hypothesis.		
2	12.a.	Identify the differences between potential and actual gain from trade.	K3	CO2
		(OR)		
	12.b.	Choose the factors affecting terms of trade.		
3	13.a.	Explain the theory of Optimum Tariff and Welfare.	K2	CO3
		(OR)		
	13.b.	Summarise the functions of Foreign Exchange market.		
4	14.a.	Construct the structure of Balance of Payments.	K3	CO2
		(OR)		
	14.b.	How autonomous and accommodating transactions bring the equilibrium in BOPs?		
5	15.a.	Plan the Instruments of Trade Policy.	K3	CO3
		(OR)		
	15.b.	Consider the features of New EX-IM Policy in India.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Construct the Hecksher-Ohlin theory of international trade.	K3	CO5
2	17	Develop the classification of terms of trade.	K3	CO3
3	18	Identify the effects of Tariffs.	K3	CO3
4	19	Organise the measures to correct disequilibrium in BOPs.	K3	CO4
5	20	Construct an essay on Word Trade organization agreements and India.	K3	CO5

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MA DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch - **ECONOMICS**

RESEARCH METHODOLOGY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which is the objectives of social sciences research? a) Understand Social Phenomena b) Explain Social Process c) Predict Social Outcomes d) All the above	K2	CO1
	2	Identification of research gap is possible only by a) Statistical Methods b) Econometric Research c) Setting Questions d) Reviews of Literature	K2	CO1
2	3	A complete enumeration of all items in the population is known as a) Sampling b) Census Inquiry c) Content Analysis d) Pilot Survey	K4	CO1
	4	Narrative Analysis is _____ method. a) Qualitative Research b) Quantitative Research c) Applied Research d) Analytical Research	K4	CO1
3	5	Which of the research method allow researchers to use a diversity of methods? a) Qualitative b) Quantitative c) Mixed method d) Focus groups	K3	CO1
	6	In an equation $Y = a + b_1x_1 + b_2x_2 + u$, which is independent variable? a) Y b) a c) b_1, b_2 d) x_1, x_2	K3	CO1
4	7	_____ are capable of being objectively verified and tested. a) Hypothesis b) Data c) Statistical Tools d) Analysis	K4	CO1
	8	What does mean "When accepting the hypothesis which should have been rejected"? a) Type I error b) Type II error c) Accept H_0 d) Reject H_0	K4	CO1
5	9	Which is the product of slow, painstaking accurate inductive work? a) Project Proposal b) Research Report c) Scheme of Presentation d) Interpretation	K2	CO1
	10	A document that outlines a project details such as goals, budget, timeline and methods is known as a) Project Proposal b) Project Contract c) Project Report d) Article	K2	CO1

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SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Outline the objectives of social science research.	K2	CO1
		(OR)		
	11.b.	Show the Epistemological issues in Research.		
2	12.a.	List the methods of collection of primary data.	K4	CO3
		(OR)		
	12.b.	Survey the Case Study and Field Notes.		
3	13.a.	Identify the Qualitative Research Methods with examples.	K3	CO1
		(OR)		
	13.b.	Choose the role of SPSS in analysis of data.		
4	14.a.	Explain the testing and interpretation of results.	K5	CO4
		(OR)		
	14.b.	Decide the characteristics of a good hypothesis.		
5	15.a.	Justify the different steps in writing report.	K5	CO2
		(OR)		
	15.b.	Explain the Research Gap and Analytical Design.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Identify the nature and importance of social science research.	K3	CO4
2	17	Illustrate the probability and non-probability methods of sampling.	K5	CO4
3	18	Develop the nature of qualitative research methods and mixed research methods.	K3	CO2
4	19	List the steps in Hypothesis Testing.	K4	CO2
5	20	Decide a research proposal for the given title. "Impact of infrastructural changes in Coimbatore city : An Empirical Study".	K5	CO5

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch – ECONOMICS

ECONOMICS OF GROWTH AND DEVELOPMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Question No.	Question	K Level	CO
1.	Define the term Economic Growth is explained by (a) Structural changes in the Economy (b) Increase in Per capita Income (c) Increase in Per capita Production (d) All the above	KI	CO1
2.	Outline the components of HDI..... (a) Life expectancy index (b) Infant mortality rate (c) Population growth rate (d) None of the above	K2	CO1
3.	Which of the following was not classical economist? (a) Adam smith (b) Malthus (c) J.S.Mill (d) J.M.Keynes	K1	CO2
4.	Which three indicators combines the PQLI? (a) Infant mortality and Life Expectancy (b) Crime rate, clean environment (c) Air, water pollution and sanitation (d) Health, education and environment	K1	CO2
5.	Show the largest share of GDP in India comes from..... (a) Agriculture and allied sectors (b) Service sector (c) Manufacturing, electricity and gas (d) Defence	K2	CO3
6.	How many stages is Rostows economic growth? (a) Five (b) Two (c) Three (d) Four	K1	CO3
7.	Define Economic Development refers to..... (a) Sustainable increase in GNP (b) Economic Growth (c) Economic Growth plus changes in output (d) Well being of urban population	KI	CO4
8.	Which department published in Economic survey? (a) Planning Commission (b) Finance Commission (c) Ministry of Finance (d) All the above	K1	CO4
9.	Who is Big Push strategy of development was first advocated by..... (a) Rosentien Roden (b) Lewis (c) Kuznets (d) None of the above	K1	CO5
10.	Which of the following denotes an underdeveloped economy? (a) High percapita real income (b) Large proportion of labour force (c) State of deprivation of large proportion (d) All the above	K1	CO5

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SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Question No.	Question	K Level	CO
11.	a) Identify the Physical Quality of Life Index.	K3	CO1
	(OR)		
	b) Categorize the various Obstacles of Economic Development.	K4	CO1
12.	a) Examine the Adam Smith theory of Classical Approach.	K4	CO2
	(OR)		
	b) Simplify the Solow theory of Neo-classical Approach.	K4	CO2
13.	a) Identify the Dependency theory of Underdevelopment.	K3	CO3
	(OR)		
	b) Analyse the Mills theory of Economic Development.	K4	CO3
14.	a) Estimate the Incremental Capital Output Ratio.	K5	CO4
	(OR)		
	b) Determine the Case of Low or High Capital Output Ratio.	K5	CO4
15.	a) List out the important Problems in Technology Transfer.	K4	CO5
	(OR)		
	b) Construct the Re-investment Criterion.	K3	CO5

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Question No.	Question	K Level	CO
16.	Discuss about the Economic Development and Sustainable Development .	K6	CO1
17.	Evaluate the Kaldor and Harrod-Domar Theories of Economic Growth.	K6	CO2
18.	Explain the Big Push Theory of Economic Development.	K5	CO3
19.	Distinguish between Intermediate Technology and Appropriate Technology.	K4	CO4
20.	Classify the Channels and Problems for Technology Transfer.	K4	CO5

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MA DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch - ECONOMICS

PUBLIC ECONOMICS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following goods is characterized by non-rivalrous consumption and excludability? a) Public goods b) Private goods c) Club goods d) Merit goods	K1	CO1
	2	A situation where the free market fails to allocate resources efficiently is referred to as a) Market Equilibrium b) Market Failure c) Pareto Optimality d) Public Choice	K2	CO2
2	3	Which theory emphasizes the relationship between the growth of public expenditure and the increase in per capita income? a) Pure Theory of Public Expenditure b) Colin Clark's Theory c) Keynesian Theory d) Supply-Side Theory	K1	CO3
	4	Social Cost-Benefit Analysis (SCBA) in public investment primarily involves a) Estimating the direct financial cost of a project b) Assessing both the direct and indirect impacts on society. c) Calculating the profitability of private investment d) Ignoring externalities in project evaluation	K2	CO3
3	5	The theory of optimal taxation aims to a) Maximize government revenue without considering social welfare b) Minimize the excess burden of taxation while achieving desired revenue c) Ensure that all individuals pay the same amount of tax d) Increase the tax rate to its maximum possible level	K1	CO2
	6	The excess burden of taxes refers to a) The direct financial cost of paying taxes b) The administrative cost of collecting taxes c) The loss of economic efficiency resulting from taxation d) The total revenue generated from taxes	K2	CO2
4	7	Fiscal policy aimed at stabilizing the economy through automatic mechanisms rather than deliberate action is known as a) Discretionary stabilization b) Automatic stabilization c) Monetary policy d) Supply-side policy	K1	CO5
	8	Which of the following is NOT typically a principle of debt management? a) Minimizing the cost of borrowing b) Reducing the level of public debt c) Ensuring the sustainability of public debt d) Ignoring the timing and structure of debt repayments	K2	CO4
5	9	Horizontal fiscal imbalance refers to a) The unequal distribution of revenue among different states or regions b) The central government's dominance over state finances c) The gap between urban and rural areas in terms of financial resources d) The equal distribution of funds across all states	K1	CO5

Cont...

5	10	Devolution of resources and grants in India is primarily guided by a) The Finance Ministry b) The Reserve Bank of India c) The Finance Commission d) The Planning Commission	K2	CO3
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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the difference between externalities and market imperfections with suitable examples.	K4	CO1
		(OR)		
	11.b.	Briefly explain the concept of the Theory of Second Best and its implications for public policy.		
2	12.a.	Describe the Colin Clark's Theory on the relationship between government expenditure and national income.	K2	CO2
		(OR)		
	12.b.	State the process of estimating the discount rate for public projects and its significance in project evaluation.		
3	13.a.	Define public revenue and classify its various sources. How do these sources contribute to government finances?	K2	CO3
		(OR)		
	13.b.	Outline the structure of the Goods and Services Tax (GST) in India and its main benefits for the economy.		
4	14.a.	Assess the classical view of public debt. Why did classical economists consider public debt to be harmful?	K6	CO4
		(OR)		
	14.b.	Discuss the principles of debt management. How do governments ensure that public debt remains sustainable?		
5	15.a.	Elaborate the role of the Finance Commission in addressing horizontal fiscal imbalances in India.	K6	CO5
		(OR)		
	15.b.	What is the significance of the devolution of resources and grants from the Centre to the states in India? How does it impact regional development?		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Examine the causes of market failure with a focus on externalities, public goods, and information asymmetry. How can government intervention address these failures?	K4	CO1
2	17	Analyse the structure and nature of public expenditure in a modern economy. How do changes in public expenditure reflect the priorities and economic goals of the state?	K4	CO2
3	18	Explain the structure and implementation of the Goods and Services Tax (GST) in India. Discuss the benefits and challenges associated with GST in the context of the Indian economy.	K2	CO3
4	19	Evaluate the importance of budget classification and coordination in government budgeting. How do these processes contribute to effective fiscal policy and economic management?	K6	CO4
5	20	Compare the Centre-State financial relations in India. How do constitutional provisions and the Finance Commission shape these relations? Discuss with reference to specific articles and recommendations.	K4	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch – ECONOMICS

MARKETING MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Question No.	Question	K Level	CO
1	What is planning in functions of marketing? a) Gather information and analyse b) Objectives of the company c) The products needs of the consumer d) Ensuring uniformity in the product	KI	CO1
2	Which one is not a part of the 4Ps? a) People b) Product c) Price d) Place	KI	CO1
3	Find out the introduce new products to world of consumers is the main goal of a) Entertainment b) Advertising c) Boost of the sales d) Online marketing	K1	CO2
4	Which is the best advertisement is..... a) A satisfied customer b) TV c) Print media d) E mail	K1	CO2
5	Which is the most important and first step in the market process? a) Creating customer satisfaction b) Developing marketing strategy c) Implementation and control d) Understanding customer needs	K1	CO3
6	Major telecommunication companies such as Telstra gather an amazing the information as _____ a) Data collecting system b) Marketing Information System c) Market research tool d) None of the above	K2	CO3
7	Which of the following is an example of product research? a) Packing research b) Competitive product studies c) New product acceptance and potential d) All the above	K1	CO4
8	Outline business activity that discovers information of use marketing decisions is... a) Market research b) Market segmentation c) Sales performance d) Product distribution	K2	CO4
9	Which one is following element of the Marketing Mix? a) Product b) Purchase c) People d) Power	K1	CO5
10	Show the term Marketing Mix is first used by..... a) James Cullitin b) Philip Kotler c) J.B.Clark d) Bergson	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer **ALL** questions
ALL questions carry **EQUAL** Marks

(5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Identify the Modern Marketing.	K3	CO1
	(OR)		
11.b.	Classify the characteristics of Marketing Management.	K2	CO1
12.a.	List out the importance of Marketing Communication.	K4	CO2
	(OR)		
12.b.	Distinguish between Salesmanship and Advertising	K4	CO2
13.a.	Construct Features of Marketing Information System.	K3	CO3
	(OR)		
13.b.	Distinguish between Market Information and Marketing Information System.	K4	CO3
14.a.	Explain Marketing Research in India.	K5	CO4
	(OR)		
14.b.	Identify Major Techniques of Marketing Research.	K3	CO4
15.a.	Estimate the Growth of Service Markets.	K5	CO5
	(OR)		
15.b.	Explain the Customer Relationship Management.	K5	CO5

SECTION -C (30 Marks)

Answer **ANY THREE** questions
ALL questions carry **EQUAL** Marks

(3 × 10 = 30)

Question No.	Question	K Level	CO
16	Explain the Nature and Scope of Marketing.	K5	CO1
17	Analyse the Factors affecting Pricing Decisions.	K4	CO2
18	Construct the organization of Marketing Information System.	K6	CO3
19	Classify the Scope and Elements of Marketing Research.	K4	CO4
20	Evaluate the Traditional, Modern and New Generation Services.	K5	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch - ECONOMICS

MAJOR ELECTIVE COURSE – I ORGANIZATIONAL BEHAVIOUR

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	_____ is referred to the father of Scientific Management. (a) Henry Fayol (b) Robert Owen (c) Fredrick W.Taylore (d) Only (a) is correct	K1	CO1
	2	Formulation of MOST is done by _____. (a) Workers (b) Managers (c) Government (d) Trademark	K2	CO1
2	3	The science of studying human behavior is _____. (a) Sociology (b) Psychology (c) Philosophy (d) Only (a) and (b) is correct	K1	CO2
	4	_____ of these would fall under the desire to control others. (a) Primary Motive (b) Power Motive (c) Affiliation Motive (d) Achievements motive	K2	CO2
3	5	Beliefs, attitudes, traditions and exceptions which are shared by group member is called _____. (a) Group norms (b) group communication (c) Group Cohesiveness (d) Group Structure	K1	CO3
	6	_____ is composed of relatively low paid and low skilled assembly line workers. (a) Apathetic Group (b) Erratic group (c) Strategic Group (d) Conservative Group	K2	CO3
4	7	A manager's role changes from a leader's points to a partners's position is _____ of the type of organisations. (a) Autocratic (b) Collegial (c) Supportive (d) Custodia	K1	CO4
	8	Motivation's two – factor theory is given by _____. (a) Herzbery (b) Harold Kelley (c) J.Staly Adams (d) Cobb - Douglas	K2	CO4
5	9	_____ is a paradigm. A theoretical Assumption (b) An Illustration (c) A theoretical Model (d) An example serving as a model	K1	CO5
	10	_____ Element of the cultural web forms regalla. (a) Symbols (b) Rituals and routines (c) Power Structures (d) Control System	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the importance of Organizational Behaviour.	K2	CO1
		(OR)		
	11.b.	Determine the factors Influencing individual behavior in an organization.		
2	12.a.	Identify the factors Influencing Perception.	K3	CO2
		(OR)		
	12.b.	Outline the Personality traits Influencing Behaviour.		
3	13.a.	Illustrate the concept and nature of Group Behaviour.	K3	CO3
		(OR)		
	13.b.	Organize the relationship between Group Cohesiveness and Productivity.		
4	14.a.	Build the Motivational and Behaviour in an Organization.	K4	CO4
		(OR)		
	14.b.	Examine the styles of Leadership with suitable example.		
5	15.a.	Bring out the concept and characteristics of Organizational climate.	K3	CO5
		(OR)		
	15.b.	Elucidate the effects of Empowerment.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Compare the Fayol's Administrative Management and Hawthorne Experiment.	K4	CO1
2	17	Discuss the Cognitive theory of Learning with suitable Example.	K5	CO2
3	18	Formulate the functions of Informal groups and Dysfunctions of informal groups.	K5	CO3
4	19	Explain the Maslow's theory of Motivation with suitable example with diagram.	K4	CO4
5	20	Compile the difference between organizational Development and management Development.	K6	CO5

Z-Z-Z

END