

TB154595C

Reg.No: .....

Name: .....

**B.VOC DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017**  
**SEMESTER IV - SOFTWARE DEVELOPMENT**  
**VSD4G10TB - ECONOMIC ANALYSIS**

**Time: Three Hours**

**Maximum Marks: 80**

**PART A**

**I Write short notes on all questions. Each question carries 1 mark**

1. Income Effect
2. Central Bank
3. Efficient Markets
4. Debit Card
5. Substitute goods
6. PPF

**(6x1=6)**

**PART B**

**II Answer any seven questions. Each question carries 2 marks**

7. Distinguish between Price elastic demand and price inelastic demand.
8. Why demand curve slopes downward?
9. What is Societal Marketing?
10. What are the main objectives of Reserve Bank of India?
11. What is Marketing Mix?
12. What are giffin goods?
13. Significance of economics in computer science.
14. What you mean by Marketing Management?
15. Distinguish between selling and marketing.
16. Explain the concept of opportunity cost with the help of an example.

**(7x2=14)**

**PART C**

**III Answer any five questions. Each question carries 6 marks**

17. Discuss the nature of Economics.
18. Examine the Four Ps of Marketing Mix.
19. Explain supply and demand curve.
20. Explain how Money is classified.
21. Impact of Information technology in banking sector. Explain.
22. Briefly explain Market Equilibrium.
23. Define marketing management and examine how marketers manage demand and build profitable customer relationships.

24. What do you mean by commercial banking? Discuss the various services offered by commercial banks?

**(5x6=30)**

#### **PART D**

#### **IV Answer any two questions. Each question carries 15 marks**

25. Economics is a science of scarcity and choice. Discuss
26. Illustrate with suitable example the concept of demand and supply.
27. Explain the importance of non-banking financial institutions in India.
28. Why is marketing important? Examine the scope and significance of marketing management.

**(2x15=30)**