

CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN,
NUVEM-GOA

SEMESTER END EXAMINATION, APRIL MAY 2023

Subject: GE ECONOMICS Semester: II B.A./B.Sc

Course title/code: Entrepreneurship and development – II ECG 102

Total marks: 80 Date: 27/04/2023 Duration: 2 Hrs Total No of pages: 01

*Instructions: 1. All questions are compulsory
2. Figures to the right indicate marks*

Q1. Answer **any four** questions from the following. (4 x 4 = 16)

- i) Explain the concept of cost-plus pricing.
- ii) Distinguish between a perfectly competitive firm and a monopoly.
- iii) Define Marketing.
- iv) Highlight the relationship of advertising with price and product.
- v) List the objectives of material management in an organisation.
- vi) State the type of inventories existing in business.

Q2. Answer **any four** questions from the following. (4 x 4 = 16)

- i) Summarize the Factories Act, 1948.
- ii) Write a short note on Sale of Goods Act.
- iii) Explain the concept of Value Added Tax.
- iv) What is meant by corporate income tax?
- v) Highlight the benefits of positive reinforcement in business.
- vi) Explain how sexual harassment causes stress at workplace?

Q3A) Explain any four pricing strategies used by an entrepreneur in market. (12)

OR

Q3B) What is marketing mix? Explain the four P's of marketing mix. (12)

Q4A) Write a detailed note on various functions performed by market. (12)

OR

Q4B) Human resource management plays an important role in every organization? Explain. (12)

Q5A) Briefly explain the provisions listed under Shops and Establishments Act. (12)

OR

Q5B) Define custom duties. Explain its advantages and disadvantages. (12)

Q6A) Explain the measures adopted by an organization to manage stress? (12)

OR

Q6B) Briefly explain the various social responsibilities of a business. (12)