

**ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)**

**II SEMESTER B.A. EXAMINATIONS - APRIL 2018**

**MACRO ECONOMICS, MARKETS AND PRICING STRATEGIES**

**Duration: 2.5 Hours**

**Max. Marks: 70**

**SECTION - A**

**I) Answer any TEN of the following questions. (10x2=20)**

1. State the meaning of Macro economics.
2. Give the meaning of Gross Domestic Product [GDP].
3. Define effective demand.
4. Mention the two factors determining marginal efficiency of capital.
5. What is Autonomous Investment?
6. Mention the types of Imperfect market.
7. What is Product differentiation?
8. What is administered price?
9. What is cost plus pricing?
10. What is Break even analysis?
11. State the meaning of Trade Cycle.
12. What is Inflation?

**SECTION - B**

**II) Answer any FOUR of the following questions. (4x5=20)**

13. State the merits of Macro Economics.
14. Explain the 2 Sector model determining circular flow of income.
15. Elucidate the Psychological Law of Consumption.
16. Explain the different features of Monopoly.
17. Explain the Objectives of Pricing Policy.
18. State and explain the causes of Inflation.

**SECTION - C**

**III) Answer any TWO of the following questions. (2x15=30)**

19. Explain the difficulties in measurement of National Income.
20. Explain the Says Law of market.
21. Explain the price and output determination under perfect competition.
22. State and explain the measures to control inflation.