

# INTRODUCTION TO INDIAN ECONOMY

---

## Short Questions

1. State the direct benefits from the forestry in India
2. Write a short note on LPG
3. What are the problems of Transport development in India ?
4. Discuss the policy of India regarding the Navratnas.
5. State Indirect Benefits of Forestry.
6. Write about mineral policy in the eleventh plan(2007-12)
7. Write about estimates of Black money based on kaldor's approach in India
8. What do you mean by HPI?
9. Explain various schemes to reduce unemployment and underemployment.

## Essay Questions

1. What are the basic characteristics of the India economy as a developing economy?
2. What is Liberalization? State the forms of Liberalization. Analyze the impact of liberalization on Indian economy?
3. What is the role of infrastructure in economic development? Write about the growth of infrastructure since independence.
4. Define privatization. What are its objectives? State the reasons for privatization.
5. Describe the concept of social sector and social infrastructure
6. What is industrial policy and explain its objectives? Write a note on Industrial Policy 1948.

# BANKING THEORY AND PRACTICE

---

## SHORT QUESTION

1. Write short notes Core Banking
2. NABARD?
3. KYC Norms?
4. Negotiable Instrument act?
5. Bank Rate Policy?
6. SIDBI?
7. Bills of exchange?
8. Advantages of Mobile banking?
9. Special crossing?
10. IFCI?

## ESSAY QUESTIONS

1. What are the functions of commercial banks?
2. Discuss about bank assurance.
3. Explain about unit vs branch and its advantages and disadvantages.
4. What are the functions of RBI?
5. Define monetary policy of RBI. What are the objectives and instruments of monetary policy?
6. What are the objectives of RBI?
7. Explain about Regional rural banks
8. Explain about industrial development of bank of India (IDBI), 1964
9. What are the types of Cooperative banks in India?
10. What are the special types of customers?
11. What are the general and special features of relationship between banker and customer?
12. Explain clubs and other non trading institutions.
13. What are the latest trends in deposit mobilization.
14. Discuss about loans against equitable mortgage. and write about legal mortgage vs equitable mortgage.
15. Explain about paying and collecting banker. And what are the duties and responsibilities of paying banker?

# PRACTICE OF GENERAL INSURANCE

---

## SHORT QUESTIONS

1. Write about fire insurance and liability insurance
2. What are the types of Underwriting? and what are the factors taken into consideration while underwriting?
3. What is Risk Sharing and Risk Retention?
4. What is Speciality Insurance?
5. Write about Personal Accident Insurance and Engineering Insurance?
6. Write about Insurance Reserve and Insurance Claims?
7. Write about Marine Insurance?
8. What is Cover Note?
9. Write about Soft Market and Maturity Claim?

## ESSAY QUESTIONS

1. Explain various roles in Insurance Industry
2. Explain Policy Documents and Forms.
3. Write about General Insurance Products.
4. What are the different types of Non- Life Insurance claim
5. Define Insurance Premium. What are the factors based on which insurance premium fixed ?
6. What do you mean by Risk Sharing? and its methods.

# ENTREPRENEURIAL DEVELOPMENT AND BUSINESS ETHICS

---

## SHORT QUESTIONS

1. Entrepreneurship competencies?
2. State the various indicators of creativity
3. Cost of Production?
4. Project Financing?
5. TCO's?
6. Difference between Entrepreneur and manager?
7. Trend spotting?
8. What are the difference types of innovation?
9. Achievement of NABARD?
10. What are moral standards?
11. Explain briefly Entrepreneurial process
12. Objectives of social cost Benefit Analysis
13. SISI?
14. Corporate Social responsibility(CSR)
15. Moral reasoning

## ESSAY QUESTIONS

1. What are the characteristics of an entrepreneur?
2. Discuss about entrepreneurial process.
3. What are the opportunities and challenges of women entrepreneurs in India?
4. Write about transformation of ideas into opportunities
5. Discuss about Idea generation
6. Discuss about environment scanning
7. Discuss about entrepreneurial opportunities in India
8. Discuss about Project classification
9. Discuss about Project financing
10. What is project planning? and discuss
11. Discuss about CED, IED and SIDO.
12. What is EDP? And discuss
13. What are the policies of government for MSMS?
14. What is business ethics? and goals and objectives of business ethics?

15. What are the ethical principles for business for business standards. whats are the principles of business ethics?

# BASICS OF MAERKETING

---

## SHORT QUESTIONS

1. Differences between marketing and selling
2. Role of marketing manager
3. Structure of marketing manager
4. Characteristics of market segmentation
5. Types of product positioning
6. Consumer Adoption process
7. Adopter categories
8. Characteristics of Product
9. Product Assortment
10. Product Mix Decision
11. Pricing objectives
12. Pricing methods
13. Factors effecting the promotion mix
14. Types of advertising
15. Functions of Public relations
16. Types of public relations
17. Types of channels of distribution

## ESSAY QUESTIONS

1. Scope of marketing
2. Process and significance of Anaylzing marketing environment
3. Factors effecting marketing environment
4. Basis for market segmentation
5. Target market selection process
6. Product positioning tools and its riks
7. New product classification and reasons for developing new product
8. Stages in new product development
9. Product Life cycle
10. Marketing strategies for PLC
11. Product classification
12. Pricing methods to attract customers

13. Classification of advertising
14. Tools of sales promotion
15. Strengths and weakness of sales promotion
16. Personal selling process
17. Functions of marketing channels
18. Factors effecting marketing channel selection
19. Factors affecting channels of distribution