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(Pages : 2)

Name.....

Reg. No.....

SECOND SEMESTER B.A./B.Sc. DEGREE EXAMINATION, APRIL 2020

(CBCSS—UG)

Islamic Finance with Computer Application

BCM 2C 02—MARKETING MANAGEMENT

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A (Maximum 25 marks)

Answer all questions.

2 marks each.

1. Name any *four* marketing concepts.
2. What is the core concept of marketing ?
3. Define consumer marketing.
4. What is product management ?
5. What is the role of packaging in marketing ?
6. What is brand management ?
7. What do you mean by 'Delivering Value' to customers ?
8. What do you mean by logistics ?
9. What is direct marketing ?
10. What is sales promotion ?
11. What are the modes of communication in marketing ?
12. What does an integrated marketing refers to ?
13. Differentiate E-commerce from E-marketing.
14. What are the benefits of M Commerce for business ?
15. What is EFT ?

Turn over

Section B (Maximum 35 marks)

Answer all questions.

5 marks each.

16. State the major tasks of marketing management.
17. What are the types of electronic payment system ?
18. What are the factors that influence consumer behaviour ?
19. Explain the terms Desired Customer Value and Unanticipated Customer Value.
20. What are the various pricing strategies ?
21. What are the key reasons for which the organizations need to face channel conflict ?
22. What is personal selling strategy ? What are the major personal selling strategies ?
23. State the factors governing the choice of an advertisement media.

Section C

Answer any two of the following.

10 marks each.

24. Mention the nature, merits and demerits of e-marketing.
25. What is marketing channel and what are their roles in marketing ?
26. Discuss the meaning, benefits and types of market segmentation.
27. What is product differentiation and explain the types of product differentiation ?

(2 × 10 = 20 marks)

SECOND SEMESTER B.A./B.Sc. DEGREE EXAMINATION, APRIL 2020

(CBCSS—UG)

Islamic Finance with Computer Application

IFC 1(2) C02—FUNDAMENTALS OF ISLAMIC ECONOMICS-I

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Questions)*All questions may be answered.**Each carries 2 marks.**Ceiling of marks : 25*

1. What are the objectives of Islamic Economics ?
2. How does Islam promote production ?
3. What are the views of early Islamic scholars on market mechanism ?
4. What is the Islamic concept on population ?
5. What are the main features of market structures in Islamic economics ?
6. What were the Economic institutions prevailed during the time of the Prophet and Right Guided Caliphs ?
7. What is the pricing theory of firms in Islamic Economics ?
8. What are the major forms of market ?
9. What does economic development mean ?
10. Mention the features of Baitul Mal.
11. Write on the economic ideas of Ibn Khaldoon.
12. How does Islamic finance function in Malaysia ?
13. What are the views of Gazzali on goals of welfare ?
14. Write down the features of Economic man.
15. How does the medieval Arab-Islamic economic thought influence modern economics ?

Turn over

Section B (Paragraph/ Problem Type Answer Questions)

All questions may be answered.

Each carries 5 marks.

Ceiling of marks 35.

16. Relevance of the implementation of Islamic economic concept worldwide.
17. Contributions of Qudama Ibn Jaffer to Islamic economic thought.
18. Control of markets by Governments in Islamic economics.
19. Behaviour of firms: An Islamic Perspective.
20. Pricing theory of firms in an Islamic Economics.
21. Features of Ancient Economic Thoughts.
22. Critically examine the nature and significance of Islamic economics.
23. Characteristics of an Islamic consumer and importance of moderation in consumption.

Section C (Essay Questions)

Answer any two questions.

Each carries 10 marks.

24. "Islamic economic system an alternative model for a better state economy". Substantiate the statement.
25. Illustrate the development of Islamic economic thought after Right Guided Caliphs.
26. Analyze the Future course of the interest-free institutions.
27. Explain the Contribution of Islamic scholars to economic ideas.

(2 × 10 = 20 marks)

SECOND SEMESTER B.A./B.Sc. DEGREE EXAMINATION, APRIL 2020

(CBCSS—UG)

Islamic Finance with Computer Application

IFC 1(2)C 01—ISLAMIC FINANCE : THEORY AND PRACTICE—I

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Short answer questions.**All questions may be answered.**Each carries 2 marks. Ceiling of marks 25.*

1. What are the Islamic directions for promotion of productive activities in an economy ?
2. What are the Non-Tax Revenues ?
3. What do you mean by the concept of moderation as a feature of Islamic economics ?
4. What are the Objectives of charity ?
5. What is meant by moderation in consumption ? What are the characteristics of an Islamic consumer ?
6. What does Kafarah mean ? What does it manifest ?
7. How the system of Inheritance help to positive distribution of wealth ?
8. What are the basic aims of Islamic economy ?
9. What are the Indirect Tax ?
10. When an Islamic State can levy taxes in addition to Zakath ?
11. List out some welfare oriented functions of Islam.
12. What are the objectives of Islamic economic system ?
13. What are the sources of Income and Wealth in Islamic Economy ?
14. Money is grace and blessing ; test and trial to man” . What does it mean ?
15. What is the attitude of Islamic economics to private ownership ?

Turn over

Section B

Paragraph / problem type answer questions.

All questions may be answered.

Each carries 5 marks. Ceiling of marks 35.

16. Discuss the significance of Islamic economics over conventional economics.
17. Discuss the Islamic measures and incentives for growth and development.
18. Briefly examine the charity and usury in Islamic perspective.
19. Analyze Ownership in Islam and Socialism.
20. Analyze how Islam brings social and economic justice.
21. How does the concept of money differ in Islamic economy ? Explain.
22. Write on the Equitable distribution and its measures in Islamic perspective.
23. Point out the Significance of abolition of interest for Economic stability.

Section C

Essay questions. Answer any two questions.

Each carries 10 marks.

24. Elaborate the types of interest and reasons for their prohibition in Islamic Shariah.
25. Analyse the Strategies promoted by Islam to achieve self sufficiency in economy.
26. Compare the distribution of wealth in Islam and Capitalism.
27. Examine the Salient Features of Consumptions and Production in Islamic Economics.

(2 × 10 = 20 marks)

SECOND SEMESTER B.A./B.Sc. DEGREE EXAMINATION, APRIL 2020

(CBCSS—UG)

Islamic Finance with Computer Application

IFC 2B 02—FUNDAMENTALS OF ISLAMIC ECONOMICS

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Questions)*All questions may be answered.**Each carries 2 marks.**Ceiling of marks : 25*

1. What are the sources of Islamic economics ?
2. Discuss the meaning of ends and values.
3. What is the nature of freedom of enterprise in Islamic economics ?
4. What is Risk sharing ?
5. Describe the features of sharia.
6. Discuss the base of halal and haram.
7. What is Islamic view of rich ?
8. What is the Need-Maslahah ?
9. What is meant by monopoly ?
10. Describe the Riba Nasia ?
11. Discuss the objectives of zakath.
12. What is the PLS ratio ?
13. Describe the view of Islam on Equity and Equality.
14. Mention the meaning and Islamic view on Monasticism and Materialism.
15. What is meant by price control ?

Section B (Paragraph/ Problem Type Answer Questions)

*All questions may be answered.
Each carries 5 marks.
Ceiling of marks : 35*

16. Discuss the economic implications of Faith in One God.
17. Explain the welfare functions of Islam.
18. Discuss the role of state in Islamic economics.
19. Discuss the zakath as right of the poor.
20. Examine the Producer behavior in Islamic economy.
21. Examine the Economic stability with abolition of interest.
22. Discuss the pricing theory in Islamic perspective.
23. Discuss the aspects of environmental protection in Islamic economics.

Section C (Essay Questions)

*Answer any two questions.
Each carries 10 marks.*

24. Explain the meaning, nature and characteristics of Islamic economics.
25. Discuss the objectives and tools of public finance in Islamic economics.
26. Examine the concept and measures equitable distribution in Islamic economic system.
27. Explain the market structure in Islamic economics and its characteristics.

(2 × 10 = 20 marks)

SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021

Islamic Finance with Computer Application

BCM 2C 02—MARKETING MANAGEMENT

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Define Marketing.
2. What is branding ?
3. What is Marketing Mix ?
4. What do you mean by mass marketing ?
5. What is cognitive dissonance ?
6. Point out any two objectives of market segmentation.
7. What is product planning ?
8. What is Skimmed pricing ?
9. What do you mean by Personal selling ?
10. Write any two functions of Advertising.
11. What is Demarketing ?
12. What is marketing myopia ?
13. Name any two sales promotion tools.
14. What do you mean by physical distribution ?
15. What is service marketing ?

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Differentiate between marketing and selling.
17. Explain the features of modern marketing.
18. Describe the characteristics of consumer behavior.
19. Explain product life cycle.
20. What are the advantages of Packaging ?
21. Point out the factors affecting pricing policies and decisions.
22. Explain the objectives of sales promotion.
23. Write a note on the importance of Marketing.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Discuss the functions of marketing.
25. Explain the steps in Consumer Buying process.
26. Explain Promotion mix.
27. Describe the methods of market segmentation.

(2 × 10 = 20 marks)

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Islamic Finance with Computer Application

IFC 1(2) C02—FUNDAMENTALS OF ISLAMIC ECONOMICS—I

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Question)

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Define selfishness and altruism.
2. What is money in Islamic concept ?
3. What is the concept of market in Islam ?
4. What does utility mean ?
5. Write on population theory of Islam.
6. What are the sources of Islamic Economics ?
7. What is meant by dignity of labour?
8. How Islam promotes incentives for production ?
9. Describe wage in Islamic perspective.
10. What is Baitul Mal ?
11. Commend on the Ideal salary norms.
12. How the price is determined in Islamic economics ?
13. What does Kithabul Amwal deal with ?
14. Commend on the market structures in Islamic economics.
15. Mention the reasons of successful story of Islamic Finance in Malaysia.

(10 × 3 = 30 marks)

Turn over

Section B (Paragraph Questions)

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Differences of Economic Man and Islamic Man.
17. Write a note on the Islamic Finance institutions in Egypt.
18. Relevance of Islamic Financial system in an interest ridden structure.
19. Economic institutions during the period of the Prophet and Caliphs.
20. Examine the work and wealth in Islamic perspective.
21. Discuss the relevance of the ideas of Islamic economics today.
22. Examine the pricing theory of firms in an Islamic Economics.
23. Explain the theory of consumer behaviour in Islamic economics.

(5 × 6 = 30 marks)

Section C (Essay Questions)

Answer any two questions.

Each question carries 10 marks.

24. Discuss the Islamic measures and incentives for growth and development.
25. Goal of a firm in Islamic Economic System.
26. Development of Islamic economic thought during the period of Khulafau-Rashidoon.
27. Briefly explain the contemporary Islamic economic thought.

(2 × 10 = 20 marks)

SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021

Islamic Finance with Computer Application

IFC 1(2) C01—ISLAMIC FINANCE : THEORY AND PRACTICE—I

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Questions)*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Who are the eight categories deserving Zakath ?
2. What are the direct taxes ?
3. What is Capitalism ?
4. What are the items come under the heads of expenditure in conventional Economics ?
5. List out the major goals of distributive justice in Islamic economy.
6. Enumerate the tools used in Islamic economy for redistributions of resources.
7. What are the objectives of Zakath ?
8. Write the meaning and types of Sadaqa.
9. How does Islamic economics differ from the conventional economics ?
10. What is Fai according the Qur'an and the Sunnah ?
11. What is meant by private property ?
12. What is the attitude of Islamic economics to monopoly ?
13. What are the objectives of production in Islamic economics ?
14. What does Kafarah mean? What does it manifest ?
15. What does economic development mean ?

(10 × 3 = 30 marks)

Section B (Paragraph Questions)*Answer at least five questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 30.*

16. What are the conditions to levy taxes on the Muslims other than Zakath ?
17. "Money is grace and blessing; test and trial to man" Analyse the statement.

Turn over

18. Explain the welfare functions of Islam.
 19. Explain the Islamic view point regarding consumption.
 20. Examine the aims and rationale of prohibition of interest.
 21. Discuss the Concept of Money and Wealth in Islamic perspective.
 22. Examine the nature and significance of Islamic economics.
 23. Analyze the Characteristics of an Islamic consumer and importance of moderation in consumption.
- (5 × 6 = 30 marks)

Section C (Essay Questions)

*Answer any two questions.
Each question carries 10 marks.*

24. Compare the concept of equality in Islamic economic system and socialism.
25. How does Islamic economics differ from the conventional economics? Explain.
26. Explain the distributive mechanism in Islamic Economics.
27. "Islamic economic system an alternative model for a better state economy". Substantiate the statement.

(2 × 10 = 20 marks)

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Islamic Finance with Computer Applications

IFC 2B 02—FUNDAMENTALS OF ISLAMIC ECONOMICS

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Define the Islamic economics.
2. Discuss the concept of success in Islamic perspective.
3. Distinguish between the Risk sharing verses risk shifting.
4. What are the factors of production ?
5. Write a note on Hima.
6. Explain the economic implication of Believe in the life after death.
7. What is Riba ?
8. Write the meaning and types of Sadaqua.
9. What is meant by the social good ?
10. Describe the features of Economic Stability.
11. Distinguish between Monasticism and Materialism
12. What is Ijarah ?
13. Define the public property.
14. What is meant by ethical values ?
15. What is meant by the price maker ?

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Discuss the competition and co-operation in Islamic perspective.
17. Explain the economic implication of Freedom of choice with accountability.
18. Discuss the objectives of production in Islamic economics.
19. Explain the Islamic view point regarding consumption.
20. Compare and contrast between utility and maslaha.
21. Examine the condemnation of monopoly in Islamic economics.
22. Discuss the pricing theory in Islamic perspective.
23. Discuss the self interest with ethical constraints.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Explain the significance of Islamic economics principles and methodology in contemporary world.
25. Analyze the consumer behavior Islamic perspective.
26. Critically examine the theory of the firm in Islamic Economics.
27. Explain the significance of participatory ventures at the industrial sector.

(2 × 10 = 20 marks)

SECOND SEMESTER (CUCBCSS—UG) EXAMINATION, APRIL 2021

Islamic Finance with Computer Application

IFC 2B 02—ISLAMIC ECONOMIC THOUGHTS

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Objective Type Questions ; answer *twelve* questions :

Select most appropriate from brackets :

- 1 The famous book kithabul kharaj is written by _____.
 - a) Abu Yusuf.
 - b) Ibn Thaimiyah.
 - c) Malik.
 - d) Shatibi.
- 2 First scholar who discussed the functions of money in detail is _____.
 - a) Abu Ubaid.
 - b) Al Awazi.
 - c) Imam Gazzali.
 - d) Ibn Khaldun.
- 3 The Islamic scholar who provided positive analysis of the effect of tax on work efforts is _____.
 - a) Ibn Khaldun.
 - b) Al Maqrizi.
 - c) Abu Ubaid.
 - d) Imam Shaft.
- 4 Provision of basic needs to citizens are the important responsibility of the state according to the Islamic scholar _____.
 - a) Ibn Hazm.
 - b) Ibn Khaldun.
 - c) Shatibi.
 - d) Al Awazi.
- 5 The important book written by the scholar Mohammed Baqir Sadr on Islamic economics is _____.
 - a) Theory of interest.
 - b) Riba, bank Interest and rational of its prohibition.
 - c) A Model of interest free banking.
 - d) Our Economics.

Turn over

6 The institution of hisbah means _____.

- a) Promotion of productivity. b) Auditing.
c) Ombudsman. d) Economic supervision.

Fill the blanks in the following :

7 The most famous book written by Imam Gazzali is _____.

8 Bad money drives out good money this concept is known in the name of _____.

9 The concept of division of labour was discussed by using the example of needle factory by _____.

10 The concept of equivalent price is the contribution of _____.

11 "The ruler's right over the subjects and the subject's right with regard to the ruler" is a chapter in the book _____.

12 Abu Yusuf lived during the period of the ruler Khalifa _____.

(12 × ½ = 6 marks)

II. Short Answer Questions ; answer any *ten* only :

13 What is the Gazzali's view on counterfeit Money ?

14 Discuss the concept of price regulation by Ibn Thaimiyyah.

15 What was the role of baithulmal during Islamic administration ?

16 Mention functions of money discussed by Islamic scholars.

17 Mention the view of Islamic economic scholars on lei sez fair system.

18 What are the conditions of taxation according to Abu Yusuf ?

19 What is the subject matter of the book Kithabul Amwal ?

20 Discuss the contributions of Qudama Ibn Jaffer on Islamic economic thought.

21 What you mean by the Schumpeterian great gap theory ?

22 Discuss the concept of consumer's equilibrium discussed by economic thinkers in Islamic thought ?

23 Write on the importance of social security according to Islamic scholars in history.

24 Write on the main contributions of Yahiya Ibn Adam on Islamic economic thought.

(10 × 2 = 20 marks)

III. Short Essay Questions ; answer any *six* only :

- 25 Gazzali's Philosophy of Islamic economics.
- 26 Views of Muslim scholars on division of labour.
- 27 Comparison between the laws of Ibn Thaimiyyh and Thomas grasham(1857) on bad money and good money.
- 28 Function of baithulmal during the period of prophet and khilafathurashida.
- 29 Important economic institutions during prophetic period.
- 30 Comparison between the concepts of Ibn thaimiyyah and Nicole Oresme on nature and purpose of money.
- 31 Dr. MN Siddiqi's division of the history of Islamic economic thought to three chronological periods and its features.
- 32 Concept of development discussed in Islamic economic thought.

(6 × 5 = 30 marks)

IV. Essay Questions ; answer any *two* out of four questions :

- 33 Explain the contributions of Muslim scholars to public finance.
- 34 Explain important contributions of Ibn Thaimiyyah on Islamic economic thought.
- 35 Write an essay on revival of Islamic economic thinking in 20th century and the main scholars of the modern economic thought and their contributions.
- 36 Analyze the discussions of Al Gazzali and Ibn Thaimiyyah on the intervention of state in the market.

(2 × 12 = 24 marks)