Denote the speed of the ball by $v$ and its tangential acceleration by $\vec{a}_T$.

As the ball rolls down this hill,

A) $v$ increases and $a_T$ decreases.
B) $v$ decreases and $a_T$ increases.
C) Both increase.
D) Both remain constant.

By inspection, the tangential component of the acceleration decreases with the height. On the other hand, since $a_T$ points downhill, the speed keeps on increasing.

Answer A.