

Sep-21-00016

B. Tech. EXAMINATION, 2021

Semester III (CBCS)

INDUSTRIAL ECONOMICS AND MANAGEMENT

HS-305

(CE, ME, TE, AE, ECE, EE, EEE, CSE, IT)

Time : 2 Hours

Maximum Marks : 60

The candidates shall limit their answers precisely within 20 pages only (A4 size sheets/assignment sheets), no extra sheet allowed. The candidates should write only on one side of the page and the back side of the page should remain blank. Only blue ball pen is admissible.

Note : Attempt *Four* questions in all, selecting *one* question from any of the Sections A, B, C and D.
Q. No. 9 is compulsory.

Section A

1. Explain the term elasticity of demand with suitable example. Discuss the factors which influence the elasticity of demand. 15

2. What do you mean by National Income ? Discuss at least *two* measures of national income. 15

Section B

3. What is Return on Investment ? Explain with example how do you calculate R.O.I. What are the drawbacks of NPV ? 15
4. Discuss the concept of time value of money. What do you mean by sinking fund ? Discuss the method and application of sinking fund. 15

Section C

5. Define the terms job evaluation and job analysis. Discuss the importance of these two functions. 15
6. What do you mean by selection and recruitment ? Discuss how selection and recruitment process are carried out in an organization. 15

Section D

7. What do you mean by marketing management ? Describe the tasks performed by a marketing manager. 15

8. Define and illustrate with a neat diagram the following terms in the context of break even analysis : $5 \times 3 = 15$

- (a) Fixed and variable cost
- (b) Break even point and break even volume
- (c) Contribution
- (d) P/V ratio
- (e) Margin of safety.

(Compulsory Question)

9. Attempt all sub parts : 10×1.5=15

- (i) Define the term GNP.
- (ii) Define marginal cost.
- (iii) What do you mean by stability of price ?
- (iv) What do you mean by opportunity cost ?
- (v) What is MIS ?
- (vi) What is the meaning of training and how does it differ from formal education ?
- (vii) What do you mean by sales promotion ?
- (viii) What do you mean by productivity and efficiency ?
- (ix) What is the use of Profit and Loss account ?
- (x) What do you mean by marketing environment ?