

Roll No.

Total Pages : 03

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B. Tech. EXAMINATION, 2022

Semester III (CBCS)

INDUSTRIAL ECONOMICS AND MANAGEMENT

HS-305

(Common for B. Tech All Branches)

Time : 3 Hours

Maximum Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt *Five* questions in all, selecting *one* question from each Section A, B, C and D. Q. No. 9 is compulsory.

Section A

1. The owner of the company you work for assigns you to predict the change in quantity demanded of the

company's product according to the suggested selling price. Following a market research, you discover that if price increases from €5.50 to €7.50, the monthly quantity demanded will fall from 2,200 to 1,800 units.

- (a) Calculate the price elasticity of demand using the midpoint formula. 5
 - (b) Verify your answer to (a) above using the total revenue test. 5
2. Describe the concept of supply and demand with the help of example in detail. 10

Section B

3. What do you mean by 'Make or Buy Decisions' ? 10
4. What are the different approaches followed in make or buy decision ? Explain. 10

Section C

5. Differentiate between performance appraisal and job evaluation. 10
6. Describe the concept of financial sustainability. 10

Section D

7. What are the different functions a manager performs to attain goals ? 10
8. Explain the steps involved in Planning. 10

(Compulsory Question)

9. Answer the following questions in brief : $10 \times 2 = 20$
- (i) What is Gross National Product ?
 - (ii) What is Net National Product at Factor Cost ?
 - (iii) What is Net National Product at Market Price ?
 - (iv) What is meant by opportunity cost ?
 - (v) Elaborate : CPM network is activity-oriented.
 - (vi) Define decision making under certainty.
 - (vii) Define Market Equilibrium.
 - (viii) What is Ledger ?
 - (ix) What is PERT activity ?
 - (x) What is meant by microenvironment ?