Dec-22-0120

HS-305 (Industrial Economics & Management)
(Common for B.Tech. all Branch)

B.Tech-3rd (CBCS)

Time : 3 Hours   Max. 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, D. Section E is compulsory.

SECTION A

1. For the following three cases, use the midpoint formula to calculate the coefficient for the cross elasticity of demand and identify the type of relationship between the two products. (10)

   a. The quantity demanded for product A increases from 30 to 40 as the price of product B increases from € 10 to € 20. (5)

   b. The quantity demanded for product A remains 400 units as the price of product B increases from € 50 to € 60. (5)

2. How to measure national income? Also, explain the concept of inflation and deflation. (10)

SECTION B

3. What are the different types of values? (10)

4. Explain the various functions of a product. (10)

SECTION C

5. Explain the concept of functional authority. (10)

6. How decision making is different from planning? (10)

SECTION D

7. Differentiate between performance appraisal and job evaluation. (10)

8. Describe the concept of financial health. (10)

SECTION E

9. Answer following questions in brief: (10×2=20)

   i.   What is Nominal Gross Domestic Product?

   ii.   What is Real Gross Domestic Product?

   iii. What is GNP Deflator?

   iv.   What is meant by sunk cost?

   v.   Elaborate: PERT network is event-oriented.

   vi.   Define decision making under uncertainty.

   vii. Define law of demand.

   viii. What is balance sheet?

   ix.   What is PERT sub-activity?

   x.   What is meant by macroenvironment?