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Name:	
Roll No.:	A Description and Explana
Invigilator's Signature :	

INDUSTRIAL ECONOMICS AND MANAGEMENT

Time Allotted: 3 Hours Full Marks: 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP - A

(Multiple Choice Type Questions)

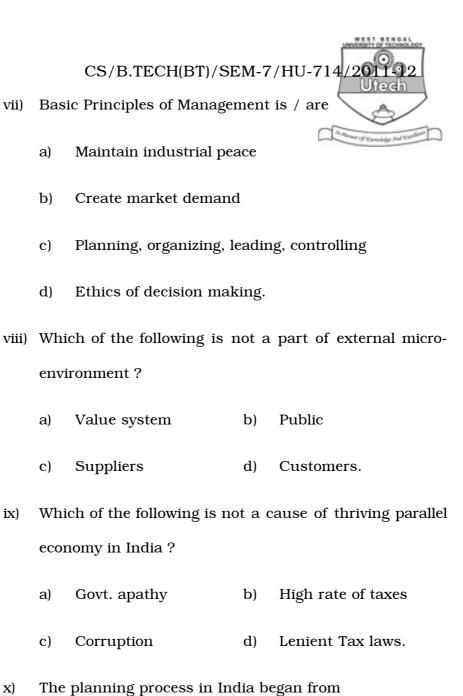
1. Choose the correct alternatives for any ten of the following:

 $10 \times 1 = 10$

- i) MBO stands for
 - a) Management By Objective
 - b) Management By Organization
 - c) Maintenance By Organization
 - d) None of these.
- ii) X & Y theory developed by
 - a) A. H Maslow
- b) MC. Gregor
- c) Herzverg
- d) none of these.

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- iii) Good will is
 - a) Current assets
- b) Fixed Assets
- c) Tangible Assets
- d) Intangible Assets.
- iv) Inventory has been define as
 - a) materials lying in storage
 - b) materials to be used
 - c) materials to be purchased
 - d) all of these.
- v) The period of eleventh plan is
 - a) 2002 2007
- b) 1997 2002
- c) 2007 2012
- d) none of these.
- vi) JIT stands for
 - a) Just In Time
 - b) Just Incorrect Time
 - c) Joint Interview Technique
 - d) none of these.



- - a) 1947

b) 1950

1951 c)

d) 1991.

ix)

X)

- xi) Performance Appraisal is also known as
 - a) Time value of money
 - b) Dollar cost averaging
 - c) Merit rating
 - d) Environmental scanning.
- xii) What does a balance sheet for an industrial concern show?
 - a) The financial condition at any given time
 - b) Only current assets
 - c) Only fixed assets
 - d) Only current and fixed assets.

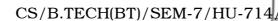
GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following.

- $3 \times 5 = 15$
- Describe the economic environment of business through a flowchart.
- 3. Define motivation and write down the factors affecting it.
- 4. Discuss the basic features of economic planning in India.
- 5. Describe the line and staff organisation through an example.
- 6. Enumerate different costs associated with inventory.

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GROUP - C

(Long Answer Type Questions)

Answer any three of the following.

 $3 \times 15 = 45$

- 7. What are the basic principles of management? How TQM can play a vital role in improving the efficiency of the organisation? 7 + 8
- 8. a) What are the differences betwen attitude, belief, opinion and value?
 - b) Briefly discuss the factors affecting the attitudes of the employees in their job situation. 7+8
- 9. a) What do you mean by a "Green Industry".

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b) The expected cash flows of a project are as follows: 12

Year	Cash flow (Rs)	
0	- 100,000	
1	20,000	
2	30,000	
3	40,000	
4	50,000	
5	30,000	

The cost of capital is 12%. Calculate the followings:

- i) Net Present Value
- ii) Benefit-Cost Ratio
- iii) Internal Rate of Return
- iv) Modified Internal Rate of return
- v) Payaback Period and
- vi) Discounted Payabk Period.

- 10. a) What are the financial statements, companies are bound to disclose to the shareholders and public at large? State the importance of audit report.
 - b) The relevent financial information for Xavier Limited for the year ended 2011 is given below :

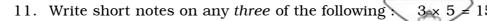
	Profit and loss account data		Balance sheet data	
	(Rs. million)		Beginning of 2011	End of 2011
Sales	80	Inventory	9	12
Cost of	56	Accounts	12	16
goods sold		receivable		
		Accounts payable	7	10

What is the length of operating cycle and the cash cycle? Assume 365 days to a year.

- c) Define:
 - i) Current Ratio
 - ii) Acid Test Ratio
 - iii) Debtors Turn Over
 - iv) Earning Power
 - v) Yield. 5

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- a) Working capital management
- b) Project Report
- c) Debit & Credit
- d) JIT
- e) EOQ.
- 12. A company is intending to invest in a biotechnology project in a 20 acre plot in Baruipur. What will be the contents of the DPR (Detailed Project Report). State logically the financial analyses that you want to include in that DPR.

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