



Name :

Roll No. :

Invigilator's Signature :

CS/B.TECH(BT)/SEPARATE SUPPLE/SEM-7/HU-714/2011

2011

INDUSTRIAL ECONOMICS & 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 × 1 = 10
- i) Resources depletion is concerned with
 - a) finite and non-renewable resources
 - b) finite and renewable resources
 - c) infinite and non-renewable resources
 - d) infinite and renewable resources.
 - ii) The Environment Protection Act was introduced in the year
 - a) 1986 b) 1984
 - c) 1990 d) 1991.
 - iii) The ingredients of bio-gas are
 - a) 60% methane and 40% carbon dioxide
 - b) 70% methane and 30% carbon dioxide
 - c) 50% methane and 50% carbon dioxide
 - d) 80% methane and 20% carbon dioxide.



- iv) A radical liberalization in industrial policy was brought in by the Government of India in
 - a) 1980
 - b) 1991
 - c) 2001
 - d) 2006.
- v) Which of the following is not a part of external micro-environment ?
 - a) Value system
 - b) Public
 - c) Suppliers
 - d) Customers.
- vi) Which of the following is not a cause of thriving parallel economy in India ?
 - a) Govt. apathy
 - b) High rate of taxes
 - c) Corruption
 - d) Lenient tax laws.
- vii) The planning process in India began from
 - a) 1947
 - b) 1950
 - c) 1951
 - d) 1991.
- viii) Performance Appraisal is also known as
 - a) Time value of money
 - b) Dollar cost averaging
 - c) Merit rating
 - d) Environmental scanning.
- ix) JIT stands for
 - a) Just in time
 - b) Joint incorrect time
 - c) Joint interview technique
 - d) none of these.
- x) Basic Principles of Management are
 - a) Maintain industrial peace
 - b) Create market demand
 - c) Planning, organizing, leading, controlling
 - d) Ethics of decision making.
- xi) A balance sheet for an industrial concern shows
 - a) the financial condition at any given time
 - b) only current assets
 - c) only fixed assets
 - d) only current and fixed assets.



xii) Quality is

- a) ensuring fitness for use
- b) profit making
- c) inventory control
- d) time value of money.

xiii) Management is the art of

- a) Misleading employees
- b) Getting things done by people
- c) Exploitation of weaker sections of the society
- d) Profit making.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following $3 \times 5 = 15$

- 2. State the main principles of management.
- 3. Define attitude. Give examples.
- 4. Discuss the objective of economic planning in India.
- 5. Explain the adverse impact of industrialization on natural environment.
- 6. Enumerate different costs associated with inventory.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

- 7. a) Write a note on the preparation of detailed project report.
- b) Define Project Appraisal. Explain the Internal rate of return in the context of Project Appraisal. $5 + 10$



8. Write notes on any *two* of the following : $2 \times 7\frac{1}{2}$
- a) Recruitment
 - b) Balance Sheet
 - c) Motivation.
9. a) Briefly discuss 'Macros and Micro Environment' of a firm with Indian example.
- b) Which component of 'Micro Environment' do you feel is crucial for business ? Give reasons in support of your answer.
10. Define quality circle. Write a note on quality circle with example. $5 + 10$
11. What is Ratio Analysis ? Mention the different types of ratio adopted for it. Explain with examples. $2 + 13$

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