

28/11/20

Ch

Breaking Point - No cost - no loss point.

When total fixed & recurring cost are covered.

LPG Concept

- Liberalization - allowing foreign investments
- Privatization
- Globalization

SWOT

- Strength
- Weakness
- Opportunity
- Threat

Sugg (Imp-exam)

- If the quantity demand of a commodity is unresponsive to change in ~~the price~~, the demand of that commodity is inelastic.
- Facial expression, appearance & posture are the non-verbal comm's.
- The term 'marketing' refers to the philosophy that stresses customer value & total satisfaction.
- F.W. Taylor is known as father of financial management? the
- The ultimate purpose of financial management is

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• Just In
customers?

they want

• Policy of
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Quality.

• Forces
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ment is the wealth of owners.

- Just In Time (JIT) is about supplying customers' ~~wealth~~, what they want & when they want it.

- Policy of taxation, expectation about future price & input prices are the determinants of supplies.

- The Comparative advantage in the Production function can be achieved through higher quality.

- ~~Poor~~ poor quality of goods & services could be a weakness for an organisation.

- The process of familiarising a new employee to the organisational rules & regulations is known as induction.

5 marks

- ① Purposes of management
- ② Importance of economics in business world.
- ③ Concept of LPN
- ④ Kinds of organisational culture.
- ⑤ Gravitt's 8 dimensions of quality.
- ⑥ Industrial relationship & its objective.

15 marks

① 7~~4~~ P's of service marketing

- Product
- Price
- Place
- Promotion
- People
- Process
- physical

② Break ~~down~~ & F. men analysis &
it's advantages & disadvantages.

③ SWOT analysis with eg.

④ Functions of material management
& motives of holding inventories.

⑤ Law of Supply, factors affecting
Supply, exception of law of supply.

⑥ 7 P's of service marketing

Ans A → 10 marks → 10 marks

Ans B → 5 marks → 5 out of 7 ans

Ans C → 15 marks → 3 out of 15

Action (Sammatha@diit.ac.in)

Study of Industrial Economics & management
subject is extremely important in
engineering discipline - justify.

3 to 4 pages →
↳ (for body)