

Roll No. 20010204001

Total Pages : 03

J-FB-22-00220

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 Sections A, B, C and D. Q. No. 9 is compulsory.

Section A

1. What do you mean by Cost ? Classify cost on the (i) basis of cost element (ii) cost product-volume relation. Give *one* example of each. 2+8=10

2. Explain law of demand with suitable example. Discuss the exception of the law with suitable example. Discuss the factors which influence the demand of a product. $2+4+4=10$

Section B

3. What do you mean by payback period ? What is the importance of payback period ? Discuss with a suitable example method of calculation of payback period. $2+2+6=10$
4. Discuss the term NPV and Internal rate of return. How do you calculate NPV ? What are the disadvantages of NPV ? Discuss its importance in capital budgeting. 10

Section C

5. Define the term Management. Discuss the functions of management with special reference to decision-making process. $2+8=10$
6. What do you mean by human resource management ? Discuss the various functions performed by a human resource manager. $2+8=10$

Section D

7. Explain with a neat schematic diagram concept of break-even analysis. What are the limitations and use of break-even analysis ? $6+4=10$
8. What do you mean by market mix ? Discuss its importance in marketing. $2+8=10$

(Compulsory Question)

9. Attempt all sub-parts : $10 \times 2 = 20$
- (i) Define the term GDP.
 - (ii) Define Elasticity of Demand.
 - (iii) What do you mean by inflation ?
 - (iv) What do you mean by time value of money ?
 - (v) What is Contribution ?
 - (vi) What is the importance of job evaluation ?
 - (vii) What do you mean by planning and control ?
 - (viii) What do you mean by internal rate of return ?
 - (ix) What do you mean by sunk cost ?
 - (x) What is advertisement ?