17068(N)

B. Tech 3rd Semester Examination

Industrial Economics and Management (CBS)

HS-305

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 : (i) Attempt One question from each unit and Question No. Five is Compulsory.

(ii) Question No. One to Four are of Ten marks and Question No Five carry Twenty Marks.

UNIT - I

1. (a) Explain the following terms

     (i) Technical Efficiency (ii) Economic Efficiency (iii) Marginal Cost (iv) Marginal Revenue.   (4)

   (b) Describe the law of demand and supply.   (6)

OR

   (i) Describe the Elements of Costs.   (6)

   (ii) Explain the types of elasticity.   (4)

UNIT - II

2. (a) A person who is now 35 years old is planning for his retired life, He plans to invest an equal sum of Rs. 10,000 at the end of every year for the next 25 years starting from the end of the next year. The bank gives 20% interest rate, compounded annually, find the maturity value of his account when he is 60 years old.   (6)

   (b) Describe the average annual rate of return.   (4)

OR

(i) A company has to replace a present facility after 15 years at an outlay of Rs. 5,00,000. It plans to deposit an equal amount at the end of every year for the next 15 years at an interest rate of 18% compounded annually. Find the equivalent amount that must be deposited at the end of every year for the next 15 years. (6)

(ii) Explain the Internal rate of return. (4)

UNIT - III

3. (a) Describe the functions of management. (8)

(b) Explain the concept of decision making. (2)

OR

(i) Describe the Evolution of management theory. (8)

(ii) Write objectives of merit rating. (2)

UNIT - IV

4. (a) A factory producing only one item which it sales for Rs. 12.50 per unit has a fixed cost Rs. 60.000 and variable cost Rs. 7.50 per unit, find out

(i) The no. of units to be produced to Breakeven point.

(ii) No. of units to be produced to earn a profit of Rs. 12.000. (6)

(b) Describe the Phases of project management. (4)

OR

(i) The following figures related to a small manufacturing company.

Sales Cost (Rs.)–6,00,000

Variable Cost (Rs.)–4,50,000

Fixed Cost (Rs.)–45,000

Calculate- i) Breakeven Point

ii) P/V Ratio (6)

(ii) Describe the concept of profit and loss statement with suitable example. (4)

[P.T.O.]

UNIT - V

5. Multiple Choice Type Questions (Choose Right Answer)
    Each Question Carry 2 Marks.

    (i)   Military type of organisation is known as

           (a) line organisation

           (b) functional organisation

           (c) line and staff organisation

           (d) line, staff and functional organisation

    (ii)   In a network shown in the below figure, the critical path is
           along
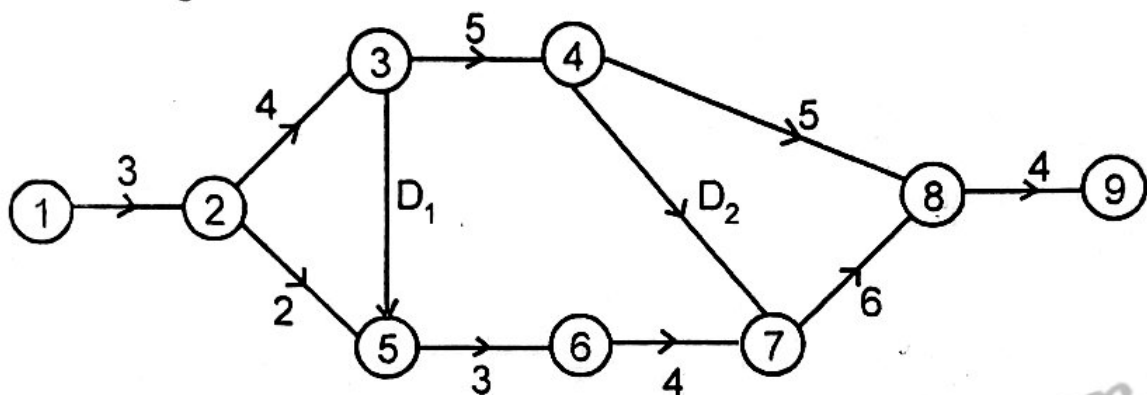
           (a) 1-2-3-4-8-9

           (b) 1-2-3-5-6-7-8-9

           (c) 1-2-3-4-7-8-9

           (d) 1-2-5-6-7-8-9

    (iii) Line organisation is suitable for a big organisation.

           (a) Correct

           (b) Incorrect

    (iv)   PERT is an event oriented technique.

           (a) Correct

           (b) Incorrect

    (v)   The type of organisation preferred for a steel industry, is

           (a) line organisation

           (b) functional organisation

           (c) line and staff organisation

           (d) line, staff and functional organisation

(vi)   PERT analysis is based upon

    (a) optimistic time

    (b) pessimistic time

    (c) most likely time

  • (d) all of these

(vii) Which of the following wage incentive plan guarantees minimum wage to a worker and bonus is paid for the fixed percentage of time saved?

  , (a) Halsey plan

    (b) Gantt plan

    (c) Rowan plan

    (d) Emerson's efficiency plan

(viii) Job evaluation is the method of determining the

  ✓ (a) relative values of a job

    (b) worker's performance on a job

    (c) worth of the machine

    (d) value of overall production

(ix)   Direct expenses include

    (a) factory expenses

  , (b) selling expenses

    (c) administrative expenses

    (d) none of these

(x)   PERT requires

  ✓ (a) single time estimate

    (b) double time estimate

    (c) triple time estimate

    (d) none of these.   (2×10=20)