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Odd (Autumn) Semester Examination 2023  
Paper Code: MBAUGHU01; Paper name: Industrial Economics and Management  
MEN/EEN/CEN/CSE/ECE VII<sup>th</sup> Semester  
Full Marks: 80; Time: 3Hrs.

(The figures in the margin indicate full marks.  
Candidates are required to give their answers in their own words as far as possible)

Design analysis sample

**GROUP: A (Answer all the questions)**

(1 x 10 = 10)

- I. A situation, wherein a perceiver tends to see in others the traits he himself possesses, is called \_\_\_\_\_.
- (a) Repetition (b) Contrast (c) Rejection (d) Projection
- II. A written summary of content & context of job is called \_\_\_\_\_.
- (a) Job description (b) Job specification (c) Resume (d) Job posting
- III. Inspection, scrap, and repair are examples of \_\_\_\_\_.
- (a) Internal costs (b) External costs (c) Societal costs (d) Costs of dissatisfaction
- IV. OB helps to understand behaviour of human in \_\_\_\_\_.
- (a) Work place only (b) Society only (c) Department only (d) Work place and Society
- V. Which of the following could be a strength?
- (a) Weather (b) A price that is too high (c) A new international market (d) The location of a business
- VI. Which of the following is the relation that the law of demand defines?
- (a) Income and price of a commodity (b) Income and quantity demanded (c) Price and quantity of a commodity (d) Quantity demanded and quantity supplied
- VII. Numerous forms of short-term incentives to promote trial or buying of a service or product is \_\_\_\_\_.
- (a) Sales promotion (b) Direct marketing (c) Advertising (d) Events and experiences
- VIII. \_\_\_\_\_ is the task of buying goods of the right quality, in the right quantities, at the right time and at the right price.
- (a) Supplying (b) Purchasing (c) Scrutinizing (d) None of the above
- IX. \_\_\_\_\_ is the set of forces that energize, direct, and sustain behaviour.
- (a) Motivation (b) Expectancy (c) Empowerment (d) Socialization
- X. Raju believes that men perform better in oral presentations than women. What shortcut has been used in this case?
- (a) The halo effect (b) Projection (c) The contrast effect (d) Stereotyping

**GROUP: B (Answer any five questions)**

(5 x 5 = 25)

2. What is quality management? Describe the Cycle of 'TQM (Total Quality Management)'.
3. Describe the process of communication.
4. Elaborate the importance of economics in business world.
5. What do you mean by marketing research? What are the various steps in the marketing research process?
6. What is elasticity of demand? Consider the demand for a good. At price Rs 4, the demand for the good is 25 units. Suppose price of the good increases to Rs 5, and as a result, the demand for the good falls to 20 units. Calculate the price elasticity? 0.8

now sensitive  
customers purchasing  
behaviour changes  
in the economic  
factor



- ✓7. What is the importance of training & development?  
 ✓8. What do you mean by the term performance appraisal? What are the advantages and disadvantages of performance appraisal?

**GROUP: C (Answer any three questions)**

(15 x 3 = 45)

- ✓9. (a) What is marketing mix? Describe 4P's of marketing. (1+4)  
 (b) Describe segmentation, targeting and positioning (STP) with the help of an example. (10)  
 10. What do you mean by law of demand? What are the factors that affect demand? What are the exceptions to law of demand? (2+5+8)  
 ✓11. What are the various types of barriers to effective communication? Describe with the help of examples. (1+4+10)  
 ✓12. What is motivation? What is the process of motivation? Explain Maslow's need hierarchy theory and its limitation. (3\*5=15)  
 : 13. Differentiate between the following terms:

- i. Training and Development
- ii. Maslow's need hierarchy theory and Herzberg's two-factor theory
- iii. Projection and Stereotyping
- iv. Complementary and Supplementary Goods
- v. Selling and Marketing

USS supervision

Assessment

Physical  
 Emotional  
 Cognitive  
 systematic  
 Cultural.

LDIAC

Potential  
 market  
 attractiveness