

Roll No. 1906031038

Total Pages : 03

MAR-21-210016

B. Tech. EXAMINATION, March 2021

Semester III (CBCS)

INDUSTRIAL ECONOMICS AND MANAGEMENT

(CE, ME, TE, AE, ECE, EE, EEE, CSE, IT)

HS-305

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 is Demand ? Explain its five determinants. Also, state the Law of Demand with a supporting diagram. 10

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P.T.O.

2. Explain the following concepts of economics : 10

- (a) Opportunity cost
- (b) Market equilibrium
- (c) Per capita income.

Section B

3. What do you understand by time value of money ?
Explain, how single payment compound amount formula is used to calculate the future worth of money ? 10

4. Explain step by step how payback period method is used for investment analysis ? 10

Section C

5. What is Management ? Is it science or art ? Explain its functions. 10

6. Answer the following : 10

- (a) Why is job evaluation required ?
- (b) What is the difference between wage and incentive ?
- (c) What are the objectives of merit rating ?

Section D

7. Explain, taking an example, how break even analysis can be used for investment decision making ? 10
8. What is Sale Promotion ? What are its objectives ?
How does it differ from advertising ? 10

(Compulsory Question)

9. Write brief notes on the following :

- (a) Economic efficiency
- (b) Elasticity of demand
- (c) GDP
- (d) Capital recovery factor
- (e) Risk and uncertainty
- (f) Decision tree
- (g) Job Analysis
- (h) Overheads
- (i) Advertising
- (j) PERT.

2×10=20