

Roll No. 190603038

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**

- 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.

$2 \times 10 = 20$