

D-C-190016**B. Tech. EXAMINATION, 2019****Semester III (CBS)****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 Section A, B, C and D. Q. No. 9 is compulsory.

Section A

1. What is Demand ? What are the major determinants of law of demand ? Derive demand curve with the help of demand schedule. **10**

2. Distinguish between

- (i) GDP and GNP **5**
(ii) Inflation and deflation. **5**

Section B

3. Define Time Value of Money. Give a detail of factors that affects Time Value of Money with suitable examples. **10**
4. What do you understand by Investment analysis ? Explain the major three steps of investment analysis. **10**

Section C

5. Define term Decision making. Give a brief detail of decision-making process under risk and uncertainty. **10**
6. Do you think that on-the-job training is a must ? Give your opinion. Explain the various methods of On-the-job training. **10**

Section D

7. What is Accounting ? Explain the fundamental principles of accounting. **10**

8. Define the concept of Project Management. Explain the major tools and techniques of project management

10

Section E

(Compulsory Question)

9. Write short notes on the following :

10×2=20 (2 marks each)

- (i) Sunk Cost
- (ii) Marginal Revenue
- (iii) Law of supply
- (iv) Per capita income
- (v) Effective interest rate
- (vi) Risk
- (vii) Investment
- (viii) Incentive
- (ix) Planning
- (x) CPM.