

**Engineering Economics & Industrial Management**

P. Pages : 2

Time : Three Hours



**NJR/KS/18/4529**

Max. Marks : 80

- Notes :
1. All questions carry marks as indicated.
  2. Solve Question 1 OR Questions No. 2.
  3. Solve Question 3 OR Questions No. 4.
  4. Solve Question 5 OR Questions No. 6.
  5. Solve Question 7 OR Questions No. 8.
  6. Solve Question 9 OR Questions No. 10.
  7. Solve Question 11 OR Questions No. 12.
  8. Due credit will be given to neatness and adequate dimensions.
  9. Assume suitable data whenever necessary.
  10. Illustrate your answers whenever necessary with the help of neat sketches.

1. a) What is the significance of generation of demand. Explain the various factors on which demands depends. 7

b) Explain with diagrammatic representation cases of elasticity of demand. 6

**OR**

2. a) What are merits and demerits of division of labour. 7

b) Explain the term : 6

a) Utility

b) Total Utility

c) Marginal Utility.

3. a) What is oligopoly. State it characteristics. 7

b) Explain relation between Average cost & marginal cost. 6

**OR**

4. a) State the features of monopolistic competition. 7

b) Explain various law of returns to the scale. 6

5. a) Explain merits and demerits of direct taxes. 7

b) What is the impact of Globalization on Indian economy. 7

**OR**

6. a) Explain different phases of business cycles. 7

b) What is inflation. State its impact on economy. 7

7. a) What is management state different functions of management. 7  
b) What is planning state the features of a good plan. 6

**OR**

8. a) What is communication state the types of communication. 7  
b) What is Directing state the principles of Directing. 6
9. a) State the concept of marketing mix. 7  
b) What are different types of pricing strategies. 6

**OR**

10. a) What are various channels of Distribution. 7  
b) Explain the importance of sales promotion. 6
11. a) Explain the various functions of finance management. 7  
b) Explain various types of budgets. 7

**OR**

12. a) State Different types of Ratio analysis. 7  
b) Give Brief outline of Balance sheet. 7

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