

Printed Pages—3

Centre Superintendent

HU—501

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7016

Roll No.

--	--	--	--	--	--	--	--	--	--

B.Tech.

FIFTH SEMESTER EXAMINATION, 2004-2005

INDUSTRIAL ECONOMICS AND PRINCIPLES OF MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note : (i) Attempt *ALL* questions.

(ii) The figures in the right - hand margin indicate marks.

1. Answer *any four* of the following in about 250 words each :— (5×4=20)
- (a) "Management is science and art both". Elucidate the statement and bring out the exact nature of management.
 - (b) Critically evaluate the impact of technology on the economic development of any country.
 - (c) Distinguish between the income elasticity of demand and price elasticity of demand.
 - (d) What is inflation and what are the important factors affecting the price - inflation ?
 - (e) Briefly enumerate the various functions of a commercial bank.
 - (f) What is indifference curve and what are its characteristics ?

HU—501

1

[Turn Over

2. (a) Discuss the concept of economics and state as to how the study of economics is helpful in business decision - making. 10
- (b) Enumerate the factors affecting the demand of a commodity. How do the price and income affect the demand. 10

OR

- (a) Give an appropriate definition of money and enumerate the various functions of money. 10
- (b) What is 'law of demand' ? What are the exceptions to the Law of demand. 10
3. Discuss *any two* of the following :- (10x2=20)

- (a) Commercial banks Vs Central bank
- (b) Micro Vs Macro economics
- (c) Factors responsible for business fluctuations
- (d) Functions of Reserve Bank of India (RBI).
4. (a) Discuss in brief the managerial and the operative functions of management. 10
- (b) Identify the emerging challenges that a manager will have to face in the present vibrant and very turbulent environment. 10

OR

- (a) Discuss in brief, the contributions of Henry Fayol to the development of management thought. 10
- (b) Enlist the important factors that shape the human behaviour in an industrial organisation. 10

5. Write notes on *any two* of the following :- (10x2=20)
- (a) Principles of learning
 - (b) F.W. Taylor's contributions to management thoughts.
 - (c) Group behaviour
 - (d) Factors affecting human perception

*** **