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HU—501

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

PAPER ID : 7016

Roll No.

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B.Tech.

FIFTH SEMESTER EXAMINATION, 2005-2006

**INDUSTRIAL ECONOMICS AND PRINCIPLES
OF MANAGEMENT***Time : 3 Hours**Total Marks : 100*

- Note :** (i) *Answer ALL questions.*
(ii) *All questions carry equal marks.*
(iii) *Be precise in your answer.*

1. Attempt *any four* of the following in about 250 words each: (5x4=20)
- (a) Define management and trace out its exact nature.
 - (b) Explain the importance of demand analysis to a sales manager of a firm.
 - (c) Discuss the concept of price elasticity of demand and underline its relevance to demand analysis.
 - (d) Define money and bring out the various functions of money.
 - (e) State and elaborate the various factors shaping the human behaviour in an industrial organisation.
 - (f) List out the determinants of price-inflation and suggest measures to control the price inflation.

2. (a) Clarify the meaning of and difference between the Science, the Engineering and the Technology. Also evaluate their impact on the economic development of a country. 10
- (b) Elucidate briefly the operative functions of management. 10

OR

- (a) Explain clearly the concept of demand and bring out the various important factors affecting the demand of a commodity. 10
- (b) What is indifference curve ? Explain also the redeeming characteristics of an indifference curve. 10

3. Discuss *any two* of the following : (10x2=20)

- (a) Cross-elasticity of demand
- (b) Functions of a Commercial Bank
- (c) Factors affecting business fluctuations
- (d) Importance of Economics to managerial decisions making.

4. (a) What are the basic tenants of scientific management ? Explain them in brief. 10
- (b) Discuss in brief the Max Weber's contributions to the development of management thought. 10

OR

- (a) What is perception ? How does the management influence the perception of its employees ? 10
- (b) State and explain the important principles of learning and highlight the role and importance of learning in training and development. 10

5. Write notes on *any two* of the following : (10+10)

- (a) Micro Vs Macro Economics
- (b) Individual behaviour Vs Group behaviour
- (c) Functions of Reserve Bank of India
- (d) Laws of demand

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