

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

PAPER ID : 4074

Roll No.

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**B. Tech.**

(SEM. V) ODD SEMESTER THEORY

EXAMINATION 2010-11

**INDUSTRIAL ECONOMICS AND PRINCIPLES OF  
MANAGEMENT**

Time : 3 Hours

Total Marks : 100

Note :—Attempt all questions. All questions carry equal marks.

1. Attempt any **four** of the following in **250** words :—

(4×5=20)

- Define management and trace out its exact nature.
- Discuss the importance of price elasticity of demand.
- List out the determinants of inflation and suggest measures to control the price inflation.
- Define money and bring out various functions of money.
- What is the indifference curve ? Explain the redeeming characteristics of an indifference curve.

2. Attempt any **two** :—

(2×10=20)

- Explain clearly the concept of demand and bring out the various important factors affecting the demand of a commodity.

(b) State and elaborate the various factors shaping the human behaviour in an industrial organization.

(c) Define management. Describe the evolution of management in detail.

3. Attempt any two :— (2×10=20)

(a) Functions of Commercial Bank.

(b) Factors affecting business fluctuations.

(c) Importance of economics in managerial decision-making.

4. Attempt any two :— (2×10=20)

(a) What is perception ? How does the management influence the perception of the employees ?

(b) State and explain the important principles of learning and highlight the role and importance of learning in training and development.

(c) Explain the fourteen principles given by Henry Fayol.

5. Write short notes on :— (4×5=20)

(a) Micro v/s Macro Economics.

(b) Individual Behaviour V/s Group Behaviour

(c) Personality

(d) Law of demand, Demand schedule, Demand curve.