

Engineering Economics & Industrial Management

P. Pages : 2

Time : Three Hours



NKT/KS/17/7390

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 demand explain the various factors on which demands depends. 7
b) What is elasticity of demand. Describe different types of elasticities of demand. 6
- OR**
2. a) Explain various factors of production. 7
b) Explain the concept of law of diminishing marginal utility analysis. 6
3. a) What is oligopoly. state its characteristics. 7
b) What is monopolistic competition state its charactersitics. 6
- OR**
4. a) Explain what is inflation state monetary measures to control inflation. 7
b) Explain what are the functions of central bank. 6
5. a) What is Recession state its impact on economy. 7
b) What is depreciation state any two methods of calculate it. 7
- OR**
6. a) Write a note on : (a) globalization (b) liberalization. 7
b) Explain the advantages and disadvantages of direct taxes. 7
7. a) What is management state the various functions of management. 7

b) What is the difference between management and administration.

6

OR

8. a) What is marketing mix explain it.

7

b) What are different styles of price determination.

6

9. a) Explain various channels of distribution.

7

b) Explain the importance of advertising.

6

OR

10. a) What is financial management. State its various objectives.

7

b) What are the various sources of financing in business.

6

11. a) What is balance sheet. Give its proforma.

7

b) What is ratio analysis what are types of ratio analysis.

7

OR

12. a) What is planning state the characteristics of a good plan.

7

b) What is decision making state the scientific process of decision making.

7
