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Dec.-23-0365

HS-305 (Industrial Economics & Management)
(Common for B.Tech. all Branch)
B.Tech. 3rd (CBCS)

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : From the following given questions students have to attempt only one question from each unit in Section A. Each question comprises 10 marks. From the section B, all questions are compulsory and comprises 2 marks each.

SECTION - A

Unit I

1. What do you mean by market equilibrium? (10)

OR

2. What is GNP? Discuss various methods of measuring national income. (10)

Unit II

3. Why the concept of Time Value of Money is essential? Discuss its techniques with example. (10)

OR

4. Describe the relationship of Risk and Return under CAPM model with example. (10)

Unit III

5. Discuss the evolution of Management theory in detail. (10)

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OR

6. What is job evaluation? Discuss its methods in detail. (10)

Unit IV

7. What are the uses of financial statements? Discuss the formats of Trading, profit & loss and Balance sheet with hypothetical values. (10)

OR

8. What is marketing? Discuss marketing mix in detail. (10)

SECTION - B

9. (i) Discuss the relationship cost of capital and value of firm.
(ii) What is repo and reverse repo rate and how it is related to inflation?
(iii) Describe the relationship of Risk and Return under CAPM model.
(iv) Differentiate between recruitment and selection.
(v) Differentiate between bonus and allowances.
(vi) What is opportunity and sunk cost?
(vii) What is capital budgeting?
(viii) Differentiate between marketing and sales.
(ix) Discuss the relationship between risk and return.
(x) What is inflation? How does it effects the Indian economy?

(10×2=20)