Printed Pages-2

THU501

(Following Paper ID and Roll No. to be filled in your Answer Book)	
PAPER ID: 4074 Roll No.	

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 :----

 $(4 \times 5 = 20)$

- (a) Define management and trace out its exact nature.
- (b) Discuss the importance of price elasticity of demand.
- (c) List out the determinants of inflation and suggest measures to control the price inflation.
- (d) Define money and bring out various functions of money.
- (e) What is the indifference curve ? Explain the redeeming characteristics of an indifference curve.
- 2. Attempt any two :---

- $(2 \times 10 = 20)$
- (a) Explain clearly the concept of demand and bring out the various important factors affecting the demand of a commodity.

THU501/VEQ-15450

- (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 :---

$$(2 \times 10 = 20)$$

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- (a) Functions of Commercial Bank.
- (b) Factors affecting business fluctuations.
- (c) Importance of economics in managerial decision-making.
- 4. Attempt any two :---
 - (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 Henary 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.