

Engineering Economics & Industrial Management

P. Pages : 2

NRJ/KW/17/4529

Time : Three Hours



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) Define economics. Explain the basic concepts of economics. 7
- b) Write a note on: 6
 - i) Determinants of Demand.
 - ii) Types of demand.

OR

2. a) Explain with diagrams the cases of elasticity of demand. 7
- b) Write a note on: 6
 - i) Land
 - ii) Enterprise
3. a) Explain the relationship between Average cost and marginal cost. 7
- b) Write a note on: 6
 - a) Oligopoly
 - b) Monopoly

OR

4. a) State the various law of returns to scale. 7
- b) Explain any two methods of depreciation. 6
5. a) State the functions of central bank. 7
- b) State the merits and demerits of direct taxes. 7

OR

6. a) Write a note on- 7
 - i) Inflation
 - ii) Deflation

- b) Describe the different phases of Business cycle. 7
7. a) Explain the principles of management propounded by Henry Fayol. 7
- b) Why there is a need of coordination. Explain the types of coordination. 6

OR

8. a) Describe the bases and steps of decision making. 7
- b) What are the advantages & features of planning? Explain. 6
9. a) Describe the objectives and preparing of advertisement. 7
- b) Write a note on: 6
- a) Marketing Mix.
- b) Distribution channel.

OR

10. a) Explain the pricing strategy method under marketing. 7
- b) Explain the concept of marketing management. 6
11. a) Explain in brief the details of balance sheet with outline. 7
- b) Explain the function of financial management. 7

OR

12. a) What is ratio analysis. Explain the types of ratio analysis. 7
- b) Explain the objectives and types of budget. 7
