

F 3189

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Reg. No.....

Name.....

B.TECH. DEGREE EXAMINATION, NOVEMBER 2014

Fifth Semester

Branch : Electrical and Electronics Engineering
INDUSTRIAL MANAGEMENT AND ECONOMICS (E)

(Old Scheme—Prior to 2010 Admissions)

[Supplementary/Mercy Chance]

Time : Three Hours

Maximum : 100 Marks

Answer Part A and Part B in separate answer-books.

Answer all questions.

All questions carry equal marks.

Part A (Industrial Management)

1. Define span of control. Differentiate between narrow and wide span of control. Explain the major factors determining the span of control.

Or

2. (a) Define Planning. Explain major steps in planning process.
(b) Define Motivation. Explain the various techniques of motivation.
3. Explain the importance and role of personnel management and explain the effective methods for training and evaluating newly appointed programmers in a software industry.

Or

4. Describe in detail the formation and functioning of the five different types of companies. Bring out their features, merits and demerits.
5. (a) Explain the different types of competitive situations found in a market.
(b) What are the objectives of advertising ? What are its advantages and disadvantages ?

Or

6. (a) Name the various inventory control systems. Explain any *one* of them in brief.
(b) Explain the concept of network analysis. Explain slack time and crashing time.

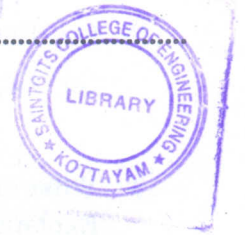
Part B (Engineering Economics)

7. State and illustrate the law of diminishing marginal utility with its assumptions and limitations.

Or

8. (a) What is demand ? Explain elasticity of demand and its significance in decision-making.
(b) What is meant by scale of production ? What are the advantages of large scale production ?

Turn over



9. (a) Enumerate the causes for inflation and suggest measures to control it.
(b) Explain the major static and dynamic functions of money.

Or

10. What are the features and functions of RBI ? Explain the process by which a bank creates credit. Explain the methods of credit control.
11. (a) State and explain the major financial institutions in India providing finance to industries.
(b) Explain incidence of a tax. Distinguish it from the effect of the tax.

Or

12. (a) Distinguish between Progressive tax and Regressive tax. Which of the two is better and why ?
(b) Describe the aims and objectives of NABARD.

