

Reg. No.....

Name.....

G 443

(Pages : 2)

B.TECH. DEGREE EXAMINATION, MAY 2014**Sixth Semester**

Branch : Electronics and Communication/Applied Electronics and Instrumentation/Electronics and Instrumentation

INDUSTRIAL MANAGEMENT AND ECONOMICS (LAS)

(Old Scheme—Prior to 2010 Admissions)

[Supplementary/Mercy Chance]

Maximum : 100 Marks

Time : Three Hours

*Answer Section I and Section II in separate answer-books.***Section I (Industrial Management)****PART A***Answer all questions.**Each question carries 4 marks.*

1. What is meant by Management by Objectives ?
2. Explain the function of controlling.
3. Describe quality circle.
4. Define Partnership.
5. What is the importance of PERT ?
6. Define sales promotion.

(6 × 4 = 24 marks)

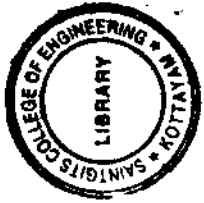
PART B*Answer all questions.**Each full question carries 12 marks.*

7. (a) Explain any two theories of motivation.
- (b) Describe Line and Staff organisation.

Or

8. (a) Explain Delegation and Span of control.
- (b) Describe the concept of Scientific Management.
9. (a) What are the duties of personnel management department ? Explain.
- (b) Explain the role of Trade Unions in an industry.

*Or***Turn over**



10. Describe various ways of formation of companies.
11. (a) Explain 4Ps of Marketing.
(b) Define Advertising.

Or

12. (a) What is meant by inventory ? Explain the concept of EOQ.
(b) Give the speciality of CPM.

(3 × 12 = 36 marks)

Section II (Economics)

PART A

*Answer all questions.
Each question carries 4 marks.*

1. What is meant by indirect tax ?
2. What are the causes of inflation ?
3. List out the functions of RBI.
4. Explain the duties of UTI.

(4 × 4 = 16 marks)

PART B

*Answer all questions.
Each question carries 12 marks.*

5. (a) Define price elasticity of demand and distinguish its various types.
(b) What are the factors determining elasticity of demand ?

Or

6. (a) What do a supply curve show ? What is the shape of a supply curve ? Why ?
(b) What are the factors of production ?
7. (a) Explain the capital market reforms in India.
(b) What are the functions of stock market ?

Or

8. (a) Discuss the impact of multinational corporations on the Indian economy.
(b) What are roles of NABARD in Indian Financial System ? Discuss.

(2 × 12 = 24 marks)