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Reg. No.....

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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]

Time : Three Hours

Maximum : 100 Marks

Answer Section I and Section II in separate answer-books.

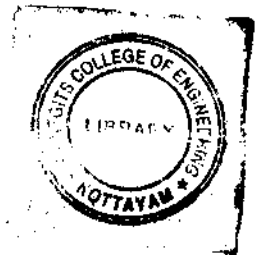
Section I (Industrial Management)

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.

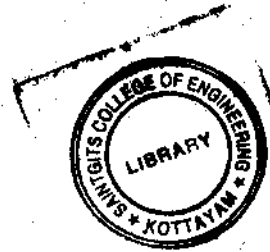
(3 × 12 = 36 marks)

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)