

(REVISED COURSE)

(3 Hours)

[Total Marks : 100

- N.B. :** (1) Question no. 1 is compulsory.
(2) Attempt any four questions out of remaining questions.
(3) Answers to the sub-questions of a question should be written together and one below the other.

1. (a) Explain price equilibrium in perfect competition. 5
(b) Explain market segmentation and its significance. 5
(c) Explain the concept of Elasticity of demand. 5
(d) What are the sources of industrialise finance ? 5
2. (a) Disucss the functions of Reserve Bank of India. Also discuss the multiple credit creation by banks. 10
(b) Explain the following terms— 10
(i) Functions of money.
(ii) Differentiate between Direct and Indirect tax.
3. (a) What are the determinants of Economic development ? Explain critical minimum effort and big push strategy for economic growth. 10
(b) What are the sources of public revenue ? 10
Briefly discuss the balance of trade and balance of payment.
4. (a) Explain Blanchard's situational leadership theory. 10
(b) Explain Maslow's need hierarchy and compare it with Herzberg's maintenance motivation theory. 10
5. (a) (i) Explain the 4 'P's of marketing management. 10
(ii) Balanced and unbalanced grow strategy.
(b) What are the costs associated with inventory ? Explain ABC analysis as an inventory control technique. 10
6. (a) Discuss the application of industrial psychology in Human Resource management. 10
(b) Discuss the factors that influence the span of management. What are the causes of poor communication. 10
7. Disucss the following :—
(a) EXIM Policy. 5
(b) Line and staff relation in an organisation. 5
(c) Payback method. 5
(d) New Economic Policy. 5