

Industrial Economics & Management

Con. 2721-06.

TV-8433

(REVISED COURSE)

(3 Hours)

[Total Marks : 100

(N.B. : Attempt any five questions.)

1. (a) State and explain Law of diminishing marginal utility. 5
 (b) In perfect competition, explain price equilibrium with the help of demand and supply curves. 5
 (c) Distinguish between perfect competition, monopoly and oligopoly. 5
 (d) With an illustrative example, explain average cost, marginal cost, average revenue and marginal revenue. 5

2. (a) What are the functions of money ? 5
 (b) Distinguish between monetary policy and fiscal policy. 5
 (c) What are the functions of Reserve Bank of India ? 5
 (d) Briefly explain functions of Commercial Banks. 5

3. (a) What are the determinants of economic development. What are the characteristics of under developed economy ? 8
 (b) Briefly discuss the main features of liberalised economy and globalisation. 8
 (c) Distinguish between Balance of Trade and Balance of payment. 4

4. (a) Distinguish between direct and indirect taxes. Give examples. 5
 (b) What are the sources of industrial finance ? 5
 (c) Briefly explain Maslows theory of hierarchy. 5
 (d) What makes delegation effective ? 5

5. (a) What are the 4 PS of marketing management ? 5
 (b) What is meant by market segmentation ? What is the purpose of market segmentation ? 5
 (c) What are the functions of Production Planning Control Department in a manufacturing organisation ? 5
 (d) For a purchased item, if the annual demand is 12000, price Rs. 15, inventory carrying cost 30% and ordering cost Rs. 90, what is the Economic Order Quantity. 5

6. (a) A tourist taxi operator has estimated the annual fixed cost of taxi car to be Rs. 60,000. Variable cost is Rs. 5 per kilometer run. He charges Rs. 10 per kilometer to the charts. If the estimated running kilometers in a year is 20,000. What is the expected profit ? 5
 (b) In the above problem, what is the break even point. Draw the break even chart. 5
 (c) What are the elements of cost ? What is meant by overheads ? 4
 (d) A project is estimated to cost Rs. 10 lakhs to be invested now. The net cash inflows in the coming 3 years are : 6

Year	Cashflow Rs. Lakhs
1	3
2	5
3	4
4	3

- (i) Find the pay back period
- (ii) NPV (discounting rate 10%)

7. (a) A project has the following activity details. 10

Activity	Duration days	Predecessor
A	5	NIL
B	7	NIL
C	4	A
D	6	A
E	10	B, C
F	3	D
G	6	E, F

- (b) Draw the project network and find the critical path. What is the project duration ? 6
- (b) Explain the following terms in analysis of statement of accounts : 6
 - (i) Debt Equity Ratio
 - (ii) Current Ratio
 - (iii) Current Assets.
- (c) Write short note on any one :— 4
 - (i) ABC Analysis
 - (ii) Line and staff relation in an organisation.