

**EP505 - Industrial Economics and Management**

P. Pages : 1

Time : Three Hours



**GUG/W/16/3727**

Max. Marks : 80

- Notes :
1. All questions carry equal marks.
  2. Illustrate your answers wherever necessary with the help of neat sketches.
  3. Due credit will be given to neatness and adequate dimensions.
  4. Assume suitable data wherever necessary.
  5. Use of non programmable calculator is permitted.

1. a) Define the term 'Demand'. Explain the various factors which influence the demand. **8**
- b) What is marginal utility? Explain with example. **8**

**OR**

2. a) What do you mean by advertising elasticity of demand? Explain in detail. **8**
- b) Explain different factors of production. **8**

3. a) What are the different functions of Central bank? How it controls other banks? **8**
- b) What are taxes? Explain merits & demerits of direct taxes. **8**

**OR**

4. a) What is monetary policy? Explain its objectives. **8**
- b) Write short note on- **8**
  - i) Privatization.
  - ii) Globalization.

5. a) What is management? Discuss its nature in detail. **8**
- b) Explain the principles of management Given by Henri Fayol. **8**

**OR**

6. a) What is planning? Explain its importance. **8**
- b) Explain organisation & its importance. **8**

7. a) Explain marketing managements. Which are the various concepts of marketing management? **8**
- b) Explain the various methods of advertising. **8**

**OR**

8. a) What is 'marketing mix'? Explain its elements. **8**
- b) What are the various channels of distribution? Explain in detail. **8**

9. a) Explain with its importance, financial management. **8**
- b) Explain the profit & loss account with its contents. **8**

**OR**

10. a) Explain the various principles of costing. **8**
- b) What is balance sheet? Explain its contents. **8**

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