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Printed Pages – 3	HU-501
(Following Paper ID and Roll No. to be filled in your PAPER ID: 7016 Roll No.	our Answer Book)
B.Tech.	
FIFTH SEMESTER EXAMINATION,	2005-2006
INDUSTRIAL ECONOMICS AND P OF MANAGEMENT	RINCIPLES
Time: 3 Hours	Total Marks: 100
Note: (i) Answer ALL questions.	
(ii) All questions carry equal marks.	-
(iii) Be precise in your answer.	
1. Attempt any four of the following in ab	out 250 words

- each: (5x4=20)
 - (a) Define management and trace out its exact nature.
 - (b) Explain the importance of demand analysis to a sales manager of a firm.
 - (c) Discuss the concept of price elasticity of demand and underline its relevance to demand analysis.
 - (d) Define money and bring out the various functions of money.
 - (e) State and elaborate the various factors shaping the human behaviour in an industrial organisation.
 - (f) List out the determinants of price-inflation and suggest measures to control the price inflation.

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2.	(a)	Clarify the meaning of and difference between	a
		the Science, the Engineering and the Technology	
		Also evaluate their impact on the economic	С
		development of a country.	10

(b) Elucidate briefly the operative functions of management. 10

OR

- (a) Explain clearly the concept of demand and bring out the various important factors affecting the demand of a commodity.
 - (b) What is indifference curve? Explain also the redeeming characteristics of an indifference curve.
- 3. Discuss any two of the following: (10x2=20)
 - (a) Cross-elasticity of demand
 - (b) Functions of a Commercial Bank
 - (c) Factors affecting business fluctuations
 - (d) Importance of Economics to managerial decisions making.
- 4. (a) What are the basic tenants of scientific management? Explain them in brief. 10
 - (b) Discuss in brief the Max Weber's contributions to the development of management thought. 10

OR

- (a) What is perception? How does the management influence the perception of its employees? 10
- (b) State and explain the important principles of learning and highlight the role and importance of learning in training and development. 10

(d)

(b)

(c)

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Laws of demand

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Functions of Reserve Bank of India

Individual behaviour Vs Group behaviour