



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/B.TECH/BT/SEM-7/HU-714/2012-13**

**2012**

**INDUSTRIAL ECONOMICS AND MANAGEMENT**

Time Allotted : 3 Hours

Full Marks : 70

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for the following :  $10 \times 1 = 10$ 
  - i) The justification for the very existence of an organisation lies in
    - a) charity
    - b) violating the laws of the land
    - c) incurring losses
    - d) producing goods & services which satisfy the needs of the people.
  - ii) Performance Appraisal is also known as
    - a) Time value of money
    - b) Dollar cost Averaging
    - c) Merit Rating
    - d) Environmental scanning.



- iii) Management is the art of
  - a) misleading employees
  - b) getting things done by people
  - c) exploitation of weaker sections of the society
  - d) profit making.
- iv) Management aims at
  - a) Retrenchment of employees
  - b) Punishing the undisciplined workers
  - c) Rewarding the inefficient employer
  - d) Effective utilization of human & material resources.
- v) Financial Management is concerned with
  - a) Procurement and utilization of human assets
  - b) Identification and satisfaction of customer needs
  - c) Procurement and utilization of funds
  - d) Proper handling of tools and equipment.
- vi) Quantity is
  - a) profit making
  - b) ensuring fitness for use
  - c) time value of money
  - d) inventory control.



- vii) Personnel begins with
- a) fund inflow and ends with funds outflow
  - b) store and ends with finished product
  - c) hiring of employees and ends with firing of employees
  - d) recognition of need and ends with satisfaction of need.
- viii) Planning and controlling are
- a) secondary functions of management
  - b) Siamese twins of management
  - c) the sole responsibility of workers
  - d) complicated functions of management.
- ix) Mechanical approach to labour is also called
- a) time value of money
  - b) factor of production concept
  - c) paternalistic style of leadership
  - d) principle of maximum industrial development.
- x) Quality control is
- a) carrot and stick approach to motivation
  - b) concerned with achieving maximum user satisfaction at minimum cost
  - c) the name of the department which devotes itself full time to market research activities
  - d) collective bargaining.



**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

2. State the basic objectives of economic planning in India.
3. Mention the objectives of Environmental Protection Act, 1986.
4. Write a short note on Quality circle.
5. Indicate the benefits of motivation.
6. What do you understand by Performance Appraisal ?

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. Explain the concept of Total Quality Management.
8. a) What are the objectives and basic concepts behind control charts ?  
b) What are the commonly used control charts ? Explain how they are constructed.  $7 + 8$
9. a) What are the steps and usual techniques of Financial Analysis ?  
b) What do you understand by Ratio Analysis ?  
c) What are the various types of Ratios adopted for Ratio Analysis ? Give examples of each type of Ratio.  $5 + 2 + 8$
10. State the main functions of Management. Mention the main provisions of Environmental Protection Act, 1986. Discuss about Working Capital Management.

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