



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/B.TECH(BT)/SEM-7/HU-714/2011-12**

**2011**

**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 any *ten* of the following :

10 × 1 = 10

- i) MBO stands for
  - a) Management By Objective
  - b) Management By Organization
  - c) Maintenance By Organization
  - d) None of these.
- ii) X & Y theory developed by
  - a) A. H Maslow
  - b) MC. Gregor
  - c) Herzverg
  - d) none of these.

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- iii) Good will is
  - a) Current assets
  - b) Fixed Assets
  - c) Tangible Assets
  - d) Intangible Assets.
  
- iv) Inventory has been define as
  - a) materials lying in storage
  - b) materials to be used
  - c) materials to be purchased
  - d) all of these.
  
- v) The period of eleventh plan is
  - a) 2002 - 2007
  - b) 1997 - 2002
  - c) 2007 - 2012
  - d) none of these.
  
- vi) JIT stands for
  - a) Just In Time
  - b) Just Incorrect Time
  - c) Joint Interview Technique
  - d) none of these.



- vii) Basic Principles of Management is / are
- a) Maintain industrial peace
  - b) Create market demand
  - c) Planning, organizing, leading, controlling
  - d) Ethics of decision making.
- viii) Which of the following is not a part of external micro-environment ?
- a) Value system
  - b) Public
  - c) Suppliers
  - d) Customers.
- ix) Which of the following is not a cause of thriving parallel economy in India ?
- a) Govt. apathy
  - b) High rate of taxes
  - c) Corruption
  - d) Lenient Tax laws.
- x) The planning process in India began from
- a) 1947
  - b) 1950
  - c) 1951
  - d) 1991.

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- xi) Performance Appraisal is also known as
- a) Time value of money
  - b) Dollar cost averaging
  - c) Merit rating
  - d) Environmental scanning.
- xii) What does a balance sheet for an industrial concern show ?
- a) The financial condition at any given time
  - b) Only current assets
  - c) Only fixed assets
  - d) Only current and fixed assets.

**GROUP – B**

**( Short Answer Type Questions )**

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

2. Describe the economic environment of business through a flowchart.
3. Define motivation and write down the factors affecting it.
4. Discuss the basic features of economic planning in India.
5. Describe the line and staff organisation through an example.
6. Enumerate different costs associated with inventory.



**GROUP – C**

**( Long Answer Type Questions )**

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

7. What are the basic principles of management ? How TQM can play a vital role in improving the efficiency of the organisation ? 7 + 8
8. a) What are the differences between attitude, belief, opinion and value ?
- b) Briefly discuss the factors affecting the attitudes of the employees in their job situation. 7 + 8
9. a) What do you mean by a "Green Industry". 3
- b) The expected cash flows of a project are as follows : 12

<i>Year</i>	<i>Cash flow (Rs)</i>
0	– 100,000
1	20,000
2	30,000
3	40,000
4	50,000
5	30,000

The cost of capital is 12%. Calculate the followings :

- i) Net Present Value
- ii) Benefit-Cost Ratio
- iii) Internal Rate of Return
- iv) Modified Internal Rate of return
- v) Payaback Period and
- vi) Discounted Payabk Period.



10. a) What are the financial statements, companies are bound to disclose to the shareholders and public at large ? State the importance of audit report. 5

b) The relevant financial information for Xavier Limited for the year ended 2011 is given below :

	<i>Profit and loss account data</i>		<i>Balance sheet data</i>	
			<i>Beginning of 2011</i>	<i>End of 2011</i>
	<i>(Rs. million)</i>			
Sales	80	Inventory	9	12
Cost of goods sold	56	Accounts receivable	12	16
		Accounts payable	7	10

What is the length of operating cycle and the cash cycle ? Assume 365 days to a year. 5

c) Define :

- i) Current Ratio
- ii) Acid Test Ratio
- iii) Debtors Turn Over
- iv) Earning Power
- v) Yield.

5



11. Write short notes on any *three* of the following :  $3 \times 5 = 15$

- a) Working capital management
- b) Project Report
- c) Debit & Credit
- d) JIT
- e) EOQ.

12. A company is intending to invest in a biotechnology project in a 20 acre plot in Baruipur. What will be the contents of the DPR ( Detailed Project Report ). State logically the financial analyses that you want to include in that DPR. 15

