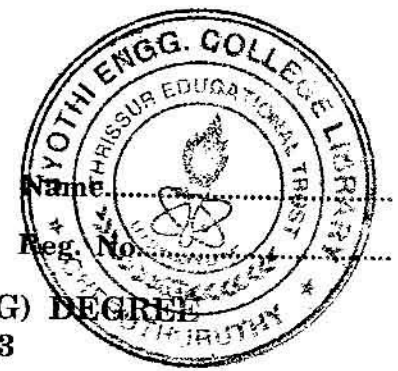


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**FIFTH SEMESTER B.TECH. (ENGINEERING) DEGREE
EXAMINATION, NOVEMBER 2013**

IT/CS 09 502—INDUSTRIAL ECONOMICS AND PRINCIPLES OF MANAGEMENT

Time : Three Hours

Maximum : 70 Marks

Section A (Industrial Economics)

PART A

Answer all questions.

- I. (a) Define value and wealth.
(b) What is Joint Stock Company ?
(c) Consumption means _____.

(2 × 2 = 4 marks)

(1 × 1 = 1 mark)

PART B

- II. (a) Write notes on capital formation.
(b) Explain the forms of the Business.
(c) Enumerate the theory of International trade.

(2 × 5 = 10 marks)

PART C

- III. (a) Elaborate about the Law of diminishing marginal utility.

Or

- (b) Discuss about monopolistic competition.
(a) Enumerate on various forms of business

Or

- (b) Write about the theory of International trade.

(2 × 10 = 20 marks)

Section B (Principles of Management)

PART A

Answer all questions.

1. (a) List the major groups of management task and how they are interconnected ?
(b) What are the components of cost ?

(2 × 2 = 4 marks)

Turn over

(c) Define Decision-making.

(1 × 1 = 1 mark)

PART B

II. (a) Name the different types of organization structures. Explain their merits and demerits.

(b) Write notes on :

1 Job Analysis

2 Marking Mix.

(c) What is overhead ?

(2 × 5 = 10 marks)

PART C

III. (a) How to determine the training needs in an organization ? What are the criteria used to evaluate the training programme ?

Or

(b) Explain about the principles and types of Organizational structure.

(a) Explain on the basic concepts of marking environment.

Or

(b) Enumerate different phases of project management.

(2 × 10 = 20 marks)