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Name.....................

Reg. No.................

FIFTH SEMESTER B.TECH. (ENGINEERING) [09 SCHEME] DEGREE EXAMINATION, NOVEMBER 2015

CS/IT/PTCS 09 502—INDUSTRIAL ECONOMICS AND PROJECT MANAGEMENT

Time : Three Hours

Maximum : 70 Marks

Section A (Industrial Economics)

PART A

Answer all questions.

I. (a) Define Micro economics. (2 marks)

(b) Write any *two* functions of money. (2 marks)

(c) Define supply. (1 mark)

PART B

II. (a) What are the factors determining elasticity ?

(b) Write notes on balance of trade and law of demand.

(c) List the trade policies of Government of India.

(2 × 5 = 10 marks)

PART C

III. (a) Write notes on elasticity of demand and list its types.

Or

(b) Enumerate the factors of production.

IV. (a) What are the various forms of business ? Explain with examples.

Or

(b) Write about the theory of International Trade.

(2 × 10 = 20 marks)

Section B (Principles of Management)

PART A

Answer all questions.

I. (a) Write any *two* points of the importance of Management. (2 marks)

(b) Define break even analysis. (2 marks)

(c) What is marketing mix ? (1 mark)

Turn over

PART B

II. (a) Write notes on Organizational structure.

   (b) Explain about the elements and components of cost.

   (c) Write short notes on training of Human Resource and Sales promotion.

                                                                    (2 × 5 = 10 marks)

PART C

III. (a) Describe the various techniques in decision making.

Or

   (b) Name various kinds of performance appraisal methods. Describe any *two* of them in detail.

IV. (a) How PERT and CPM is used in Project Management ? Explain.

Or

   (b) Explain about Balance sheet is used in Financial Management.

                                                                    (2 × 10 = 20 marks)