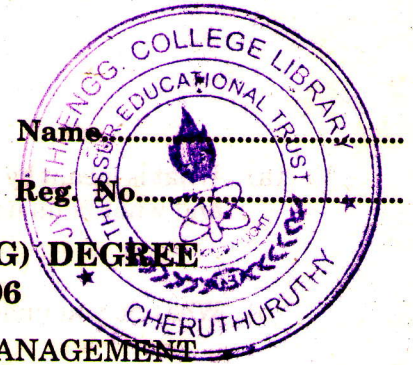


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**FIFTH SEMESTER B.Tech. (ENGINEERING) DEGREE
EXAMINATION, DECEMBER 2006**

ME 04 503—ECONOMICS AND INDUSTRIAL MANAGEMENT

(2004 admissions)

Time : Three Hours

Maximum : 100 Marks

Answer all questions.

- I. (a) Define macro and micro economics.
(b) What is law of diminishing marginal utility ?
(c) Define partnership. Describe the different types of patterns.
(d) Describe the terms balance of trade and balance of payments.
(e) Name the various types of organisational structure and explain any one of them with its merits and demerits.
(f) Discuss the various incentive plans with their merits and demerits.
(g) What is marketing mix ? Discuss the factors which determine the marketing mix.
(h) What is Balance Sheet and what purpose does it fulfil ?

(8 × 5 = 40 marks)

- II. (a) Explain the important economic characteristics of wants.

Or

- (b) Explain the basic sectors of productive activity in modern economics and the role of service industries.

(15 marks)

- III. (a) State the objectives, advantages, and limitations of co-operative organisations.

Or

- (b) Discuss the theory of international trade. Bring out clearly the distinction between national and international trade.

(15 marks)

- IV. (a) State and describe the important functions of leadership.

Or

- (b) Define time study. Name the time study equipments and explain briefly the utility of each of them.

(15 marks)

Turn over

V. (a) What is meant by break-even analysis. Explain the term break-even point. How is it determined and what is its use.

Or

(b) What do you understand by advertisement ? Explain its main objects and functions.

(15 marks)

[4 × 15 = 60 marks]