

ET 381 R

B.Tech. DEGREE EXAMINATION, APRIL 2010.

Eighth Semester

Electronics and Communication Engineering

INDUSTRIAL ECONOMICS AND MANAGEMENT

Time : Three hours

Maximum : 75 marks

Answer any FIVE questions, choosing ONE full question from each Unit.

All questions carry equal marks.

UNIT I

1. Explain in detail the concept of Foreign Exchange and Mechanism of Foreign Exchange. (15)

Or

2. What are the different types of Elasticity of demand? Explain any two Elasticity of demand and the Factors Governing Elasticity of demand. (15)

UNIT II

3. Explain in detail the contributions of FW. Taylor to the Scientific Management, Also explain the opposition and Basic Approach of Scientific Management. (15)

Or

4. Explain in detail the types of Joint stock companies it's Advantages and disadvantages. (15)

UNIT III

5. Explain in detail the sources of long term capital. (15)

Or

6. (a) Define accounting and its significance. Explain in detail the Brances of accounting.
- (b) Explain in detail the various accounting concepts. (15)

UNIT IV

7. In the context of Production Planning and Control explain Rating and Scheduling. What are its advantages? (15)

Or

8. (a) What is productivity? State its definition explain in detail the importance and factors affecting productivity.
- (b) State the techniques to improve productivity. (15)

UNIT V

9. Explain the following in brief
- (a) Channels of distribution
 - (b) Sales Promotion methods. (15)

Or

10. Explain in detail the importance, sales forecasting factors to be considered while forecasting and any three sales forecasting Techniques. (15)
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