B.Tech. Fifth Semester (Chemical Engineering) (CGS)

10155 : Economics & Management (Inorganic Chemical Technology) : 5 CH 03

P. Pages : 2

Time : Three Hours

0145

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Max. Marks : 80

Notes :
1. Separate answer book must be used for each section in the subject Geology, Engineering material of civil branch and Separate answer-book must be used for section A & B in Pharmacy and Cosmetic Tech.
2. Answer **three** question from Section A and **three** question from Section B.
3. Due credit will be given to neatness and adequate dimensions.
4. Assume suitable data wherever necessary.

SECTION - A

1. a) What do you mean by demand analysis? Explain its significance for forecasting? 7

   b) Explain the term production, Exchange, Distribution, consumption in the study of economics? 7

OR

2. a) Explain the term Demand and its types with suitable example? 7

   b) Explain price consumption curve with suitable example. 7

3. a) What are monetary and fiscal measures to control inflation. 7

   b) Distinguish between pure competition and perfect competition market. 7

OR

4. a) What do you mean by monopoly market?
   What are salient features of it? Explain. 7

   b) What are causes and effect of inflation on economy? 7

5. a) What is nature and state of current Indian economy? 6

   b) What are functions of Banks? 6

OR

6. a) Do you believe globalization of Indian economy paced development in India? Discuss. 6

   b) Current trade war between developed countries and developing countries has effected functioning of WTO? Do you agree? Explain? 6

SECTION - B

7. a) What are functions of personnel management? 7

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b) What is material management? What are its objectives?   7

<div align="center">OR</div>

8. a) What is inventory control system? Explain safety stock, Maximum Inventory, Minimum Inventory, Reorder point.   7

b) Explain Job production, mass production, Batch production in brief?   7

9. a) What is marketing management? Explain its objectives.   7

b) Explain importance of marketing Research with respect to product, Advertisement effectiveness, brand development, price study.   7

<div align="center">OR</div>

10. a) What are various Advertising medias?   7

b) Explain various methods to collect primary data by marketing Research?   7

11. a) Finance management is nervous system for any Industry? Explain.   6

b) What do you mean by leveraging in finance? Which capital structure you prefer for petroleum refinery? Why?   6

<div align="center">OR</div>

12. a) What are objectives of financial Management?   6

b) What are long term sources of finance?   6

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