

B.TECH SEM – VI (2007 COURSE) (ELECTRICAL ENGG.) :

WINTER - 2017

SUBJECT : BUSINESS MANAGEMENT

10.00 AM TO 01.00 PM

Day : **Monday**
Date : **20/11/2017**

W-2017-2509

Time :
Max. Marks : 80

N.B.

- 1) **Q.1 and Q.5 are COMPULSORY.** Out of the remaining attempt any **TWO** questions from each Section.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.

SECTION – I

- Q.1** a) Explain the concepts of centralization and de-centralization in detail. (05)
b) What is Giffen goods? Explain the concept related to demand and supply. (05)
c) Define the term economics and explain the concept of 'Wants'. (04)
- Q.2** a) Define Management. Explain the principles of management. (07)
b) Differentiate between Partnership and Public Ltd. Company. (06)
- Q.3** a) Explain with suitable example money market and capital market in India. (07)
b) Discuss impact of liberalization, privatization and globalization on Indian Economy. (06)
- Q.4** a) Explain Victor Vroom's Expectancy theory with suitable examples, advantages and limitations. (08)
b) Explain the concept of individual difference in behaviour. (05)

SECTION – II

- Q.5** a) Explain with suitable example loss and profit statement. (05)
b) Explain the role and responsibilities of personnel manager. (05)
c) Explain the concept of marketing mix with suitable example. (04)
- Q.6** a) What is merit rating? Explain any three methods of merit rating. (07)
b) Explain in detail the procedure of recruitment of engineering students in any organization. (06)
- Q.7** a) Define financial management and elaborate on scope and functions of financial management. (08)
b) Differentiate between over capitalization and under capitalization. (05)
- Q.8** a) What are various types of channels of distribution? Explain the channels used for marketing 'Electric Motor' with optimum cost. (07)
b) Differentiate between marketing and selling. (06)

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