

2022
P.G. Diploma in Marketing Management
First Semester
DMM-101: Fundamentals of Economics and Management

Time allowed: 3 Hours

Max. Marks: 70

NOTE: Attempt five questions in all, selecting atleast one question from each Unit.

x-x-x

UNIT – I

- I. What is elasticity of demand? What factors determine elasticity of demand? (14)
- II. Explain consumer's equilibrium with the help of indifference curve analysis. (14)
- III. Discuss the equilibrium of firm and industry under perfect competition. (14)

UNIT - II

- IV. Discuss the various components of business environment in an underdeveloped economy. (14)
- V. Explain the classical theory of employment. On what grounds it was criticized? (14)

UNIT - III

- VI. Bring out Henry Fayol's contribution to the science of management. (14)
- VII. 'Planning is a thinking process and managers bring men of action, should have no use for it'. Comment. (14)

UNIT - IV

- VIII. Define organization structure. What are the features of a good organizational structure? (14)
- IX. Discuss the various barriers and breakdowns in communications. How can they be minimized? (14)
- X. Write short notes on the following:-
 - a) Effective controlling
 - b) Decentralization (2x7)

x-x-x