

1129

M.Com. (M.E.F.B.) Third Semester
FB-301: Industrial Economics and Sociology

Time allowed: 3 Hours**Max. Marks: 80**

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

x-x-x

UNIT – I

- I. Highlight the importance of Industrial Economics is essential for entrepreneurs in an environment where globalization is influencing business performances at large? Also state how it suggests importance business decisions. (16)
- II. What are important aspects to be considered under organisation of firms? How should an entrepreneur consider these aspects for optimising organisation of firm? (16)
- III. Answer the following :-
 - a) Seller and buyer concentration
 - b) Entry conditions and economies of scale (16)
- IV. Explain key aspects of Market structure. How can we use them in family business context? (16)
- V. Illustrate Life Cycle hypotheses. Comment on its relevance in present business environment. (16)

UNIT – II

- VI. Enumerate the need and importance of financial, pricing and advertising decisions of a firm in determining market conduct with examples. (16)
- VII. Answer the following:-
 - a) Allocative and productive efficiency
 - b) Technological progress and excess capacity (16)
- VIII. How economics of advertising helps firms in achieving their objectives? Explain in detail. (16)
- IX. How can we measure quality of work life in organisations? Also discuss appropriate methods to improve quality of work life. (16)
- X. Briefly explain the following:-
 - a) Compensation management
 - b) Sources of negative behaviour resulting work stress (16)

x-x-x