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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 one question from each Unit.**x-x-x***UNIT – I**

- I. What is Price elasticity of demand? Discuss the various methods of measuring price elasticity. (14)
- II. Discuss the various economies and diseconomies of scale in detail. (14)

UNIT – II

- III. Discuss the causes of inflation in India. Also discuss the measures to control inflation. (14)
- IV. What are the various objectives of monetary policy in India? Explain the various tools of monetary policy. (14)

UNIT – III

- V. What are the various constituents of fiscal policy in India? (14)
- VI. Write a detailed note on economic, social and political components on business environment. (14)

UNIT – IV

- VII. What is the significance of studying management? Also discuss the scope of management. (7+7)
- VIII. Write a detailed note on various types of plans. Also explain the steps to make planning effective? (7+7)

UNIT – V

- IX. Write a note on following:-
- a) Effective communication
- b) Types of organizational structure (7+7)
- X. Discuss the various control techniques adopted by the organizations. How are these techniques helpful in controlling the overall performance? (14)

x-x-x