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M.Com. (Master of Entrepreneurship & Family Business)  
3<sup>rd</sup> Semester  
FB-301: Industrial Economics & Sociology

Time allowed: 3 Hours

Max. Marks: 80

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

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**UNIT - I**

- I. Explain the conceptual framework for the study of Industrial Economics. (16)
- II. Throw light on the factors which determine the optimum size of the firm. (16)
- III. Examine the concepts, market structure and market power and establish the relationship between them. (16)
- IV. Write notes on: (8, 8)
  - (a) Buyers' concentration
  - (b) Merger, diversification and acquisition.
- V. Discuss the relationship between Industrial structure and economic development. (16)

**UNIT II**

- VI. Explain the market conduct in terms of financial, pricing and advertising. (16)
- VII. Discuss allocative and productive efficiency of market performance. (8, 8)
- VIII. How would you measure quality of work life? Discuss various strategies for improving quality of work life. (6, 10)
- IX. Explain the concept of job evaluation and discuss its various techniques. (4, 12)
- X. Briefly explain:-
  - (a) Negative Behaviours
  - (b) Pricing in practice. (8, 8)

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