

1127

P.G. Diploma in Marketing Management

First Semester

DPM-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. Explain the law of variable proportions in detail. (14)
- II. Write notes on:-
  - a) Indifference curve
  - b) Oligopoly (14)
- III. 'Demand curve slopes downward from left to right'. Comment. (14)

**UNIT – II**

- IV. Write a detailed note on elementary theory of Inflation. (14)
- V. Discuss the social and cultural components of business environment in today's world. (14)

**UNIT – III**

- VI. What is planning and state its importance in an organization? How can planning be made effective? (14)
- VII. 'Management is getting things done from others'. Comment. (14)

**UNIT – IV**

- VIII. Explain the process of control and various controlling techniques. (14)
- IX. Distinguish between centralization and decentralization. Also state their advantages and disadvantages. (14)
- X. Write notes on:-
  - a) Effective communication
  - b) Organizational design (14)

x-x-x