

1115

Master of Entrepreneurship and Family Business  
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. All questions carry equal marks.*

x-x-x

**UNIT – I**

- I. What is Industrial Economics? Discuss its nature and scope.
- II. Explain the meaning of industrial efficiency and technical efficiency.
- III. Explain various forms of organizations and examine their objectives.
- IV. Discuss the relationship between market structure and profitability.
- V. Write brief notes on:-
  - a) Life Cycle Hypothesis
  - b) Seller's concentration

**UNIT – II**

- VI. Discuss various financial and managerial constraints of growth of a firm.
- VII. What is economics of advertising a firm? Explain its objectives.
- VIII. Throw light on the distributive effect of market performance.
- IX. Discuss various strategies for improving QWL.
- X. What is job evaluation? Discuss various techniques of job evaluation.

x-x-x