

2124
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 atleast one question from each Unit. All questions carry equal marks.

x-x-x

UNIT - I

- I. Discuss the nature and scope of economics and its relevance in today's world.
- II. What is demand curve? Why demand curve slopes downward from left to right?

UNIT - II

- III. Discuss the role of various components of business environment in detail.
- IV. Write notes on:-
 - a) National income accounting
 - b) Role of fiscal policy

UNIT - III

- V. Explain Taylor's contribution of scientific management to the development of management thought.
- VI. "Planning is the thinking process and managers being men of action should have no use of it". Comment.
- VII. Write notes on:
 - a) Social responsibility
 - b) Principles of planning

UNIT - IV

- VIII. What is organising? Discuss the various types of organisational structures in detail.
- IX. What is communication? Discuss the various barriers and breakdowns in communication.
- X. What is controlling? Discuss the various controlling techniques. How can one ensure effective control?

x-x-x