

2122
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. What is demand curve? Explain why demand curve slopes downward from left to right? Are there any exceptions to it?
- II. Discuss in detail various economies and diseconomies of scale in detail.
- III. Explain the law of variable proportions in detail.

UNIT - II

- IV. Write a note on monetary and fiscal policies. Discuss their role in a country's economy.
- V. Write notes on:-
 - a) National Income Accounting
 - b) Theory of Inflation

UNIT - III

- VI. Explain the role and significance of management in today's competitive world.
- VII. What is planning? What are the objectives of planning? How plans be made effective?

UNIT - IV

- VIII. What is organizational design? Discuss the various types of organizational structures.
- IX. What is Delegation of Authority and its role in management? Distinguish between centralisation and decentralisation.
- X. What is the process of controlling? What are the various controlling techniques used in organisations?

x-x-x