

END SEMESTER EXAMINATION (ESE), Nov. – 2022

Course Name:. Industrial Economics, Management Entrepreneurship Course Code:201CHL305

Day and Date: Thursday, 15/12/2022

Seat No:

Time: 10 To 12 AM

Max. Marks- 50

Instructions:

- i. All Questions are compulsory
- ii. Figure to the right indicate full marks.

BT	CO's	Q.No.		Marks
		Q.1	All Questions are compulsory	20
1,2	CO1	a	Explain the types of cost	6M
1,2	CO2	b	What is Inflation? Explain different types of inflation.	7 M
1,2	CO3	c	What are the types of entrepreneurship? Explain indetail.	7 M
		Q.2	All Questions are compulsory	10
1,2	CO4	a	What is management? How to describe indetail.	4
1,2	CO4	b	Explain contribution of management in society? OR Write short note on a)Planning,b)Directing,c)Controlling,d)Organizing	6
		Q.3	All Questions are compulsory	10
1,2	CO5	a	What is production management.	3
1,2	CO5	b	Explain scope or elements of financial management. OR What is the role of finance manager? Explain functions of finance management	7
		Q.4	Attempt any two out of three questions	10
1,2	CO6	a	Describe the types of market	5
1,2	CO6	b	What is the importance of marketing management?	5
1,2	CO6	C	What are the challenges and opportunities of advertising?	5
