

Exam.Code:1179  
Sub. Code: 45673

2125  
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 14 marks.

x-x-x

**UNIT - I**

- I. Explain the Laws of Variable Proportion with the help of a diagram. What are the causes of its application?
- II. What is indifference curve? What are the characteristics of indifference curve?
- III. Distinguish between 'internal and external', economies and diseconomies of scale.

**UNIT - II**

- IV. Critically explain Keynesian theory of income and employment.
- V. Discuss the causes of inflation. Suggest measures to control it.

**UNIT - III**

- VI. Explain the principles of management suggested by Henry Fayol for running the business efficiently.
- VII. What is planning? What are its limitations? How can plans be made effective?

**UNIT - IV**

- VIII. What are various barriers and breakdowns in communication? Explain.
- IX. Distinguish between Centralisation and de-centralisation. Which one is more suitable for a multi-national corporation?
- X. Write notes on:-
  - a) Controlling techniques
  - b) Delegation of authority

x-x-x