

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BE - SEMESTER-III (NEW) • EXAMINATION – SUMMER 2015**

**Subject Code: 2130004****Date: 02/06/2015****Subject Name: Engineering Economics & Management****Time: 02.30pm-05.00pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

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|------------|-----|--|-----------|
| <b>Q.1</b> | (a) | What is utility? Explain cardinal & ordinal Approaches                                 | <b>07</b> |
|            | (b) | Explain any two methods of measurement of elasticity                                   | <b>07</b> |
| <b>Q.2</b> | (a) | Explain the factors of production in brief.  | <b>07</b> |
|            | (b) | What are the assumption & limitations of break-even analysis?                          | <b>07</b> |
| <b>OR</b>  |     |  |           |
|            | (b) | What is monopoly? Differentiate between perfect competition & monopolistic competition | <b>07</b> |
| <b>Q.3</b> | (a) | Explain causes of poverty in brief.  | <b>07</b> |
|            | (b) | Explain the levels of management.  | <b>07</b> |
| <b>OR</b>  |     |  |           |
| <b>Q.3</b> | (a) | Explain the function of organization.  | <b>07</b> |
|            | (b) | Explain the quality of a successful leader.  | <b>07</b> |
| <b>Q.4</b> | (a) | Explain 4P's of marketing.   | <b>07</b> |
|            | (b) | Explain any two methods of forecasting.  | <b>07</b> |
| <b>OR</b>  |     |  |           |
| <b>Q.4</b> | (a) | Explain characteristics & function of money.   | <b>07</b> |
|            | (b) | Explain the types of Banks in brief.   | <b>07</b> |
| <b>Q.5</b> | (a) | Explain any three Marketing concepts.  | <b>07</b> |
|            | (b) | Explain goals of finance management  | <b>07</b> |
| <b>OR</b>  |     |  |           |
| <b>Q.5</b> | (a) | Explain the objective of production management.  | <b>07</b> |
|            | (b) | Explain the factors affecting the plant layout.  | <b>07</b> |

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