

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**BE - SEMESTER-III (NEW) - EXAMINATION – SUMMER 2018**

**Subject Code:2130004**

**Date:18/05/2018**

**Subject Name:Engineering Economics and Management**

**Time:10:30 AM to 01:00 PM**

**Total Marks: 70**

**Instructions:**

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

		<b>MARKS</b>
<b>Q.1</b>	(a) Define Economics? Why is the study of Economics useful for engineers?	<b>03</b>
	(b) Explain the importance of concept of Demand and Supply.	<b>04</b>
	(c) Define: (1) CSR (2) Business Ethics (3) Corporate governance (4) Management (5) Organization (6) Marketing (7) Human Resource Management	<b>07</b>
<b>Q.2</b>	(a) What are the assumptions and limitations of Break-Even Analysis?	<b>03</b>
	(b) Explain various types of costs with suitable examples.	<b>04</b>
	(c) Define perfect competition with its characteristics.	<b>07</b>
	<b>OR</b>	
	(c) Define national income. How GDP, GNP, NNP and NDP are calculated?	<b>07</b>
<b>Q.3</b>	(a) Explain causes of Poverty.	<b>03</b>
	(b) Explain causes of Inflation.	<b>04</b>
	(c) What is Money? Explain the types of Money.	<b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) Explain causes of Unemployment.	<b>03</b>
	(b) Discuss measures to control Inflation.	<b>04</b>
	(c) Give the meanings of the following terms: Cash Reserve Ratio, Statutory Liquidity Ratio, Bank Rate, Repo Rate, Reverse Repo Rate.	<b>07</b>
<b>Q.4</b>	(a) Write a note on Scientific Management.	<b>03</b>
	(b) Explain Types of Manager.	<b>04</b>
	(c) Write a brief note on function of management.	<b>07</b>

**OR**

- Q.4** (a) Describe Management is A Science or An Art? **03**  
(b) Explain Maslow's theory of Hierarchy of Needs with necessary diagram **04**  
(c) List out Organizational Structure. Discuss one of them in detail. **07**
- Q.5** (a) Discuss all the Factors affecting to Production in detail. **03**  
(b) Discuss any one type of plant layout with diagram. **04**  
(c) Define demand forecasting? Enlist various methods of demand forecasting and Elaborate any two in detail. **07**

**OR**

- Q.5** (a) Explain objectives of human resource management. **03**  
(b) Discuss different sources of recruitment. **04**  
(c) Define Financial Management. Discuss Function of Financial Management. **07**

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