

GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER-IV (New) EXAMINATION – WINTER 2015

Subject Code:2140003**Date:22/12/2015****Subject Name: Engineering Economics & Management****Time: 2:30pm to 5:00pm****Total Marks: 70****Instructions:**

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

- Q.1** (a) Explain the term “economics” and in the context of economics, explain the meaning of markets and their characteristics. **07**
 (b) Explain various types of organizations in detail. **07**
- Q.2** (a) Explain “Fiscal Policy”, its objectives and tools in detail. **07**
 (b) What is “management”? Explain the role of management in any organization. **07**
- OR**
- (b) As per Maslow’s theory explain hierarchy of needs in detail. **07**
- Q.3** (a) With proper example, explain the objectives of manpower planning and its process. **07**
 (b) With proper examples explain sources of recruitment & process of selection. **07**
- OR**
- Q.3** (a) What is marketing? With suitable example explain market segmentation in detail. **07**
 (b) Explain “banking” . Explain the role of RBI and its functions in detail. **07**
- Q.4** (a) Explain the concept of “demand” and “supply” in the context of economics and also explain the equilibrium between demand and supply. **07**
 (b) Explain the term “inflation”. Also mention its types and measures to control inflation. **07**
- OR**
- Q.4** (a) What is departmentalization? Also discuss centralization and decentralization. **07**
 (b) With suitable example, explain Corporate Social Responsibility of organization. **07**
- Q.5** (a) Explain the concept of monetary policy in detail. **07**
 (b) What do you mean by “production management”. Explain the types of plant layout and also explain the factors affecting plant layout. **07**
- OR**
- Q.5** (a) Explain scientific principles of management in detail. **07**
 (b) What is finance management? Explain the functions of finance management. **07**
