

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

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

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**BE - SEMESTER-IV(New) • EXAMINATION – WINTER 2016**

**Subject Code:2140003**

**Date:19/11/2016**

**Subject Name:Engineering Economics and Management**

**Time:02:30 PM to 05:00 PM**

**Total Marks: 70**

**Instructions:**

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

**Q.1 Short Questions (14)**

- (1) What is microeconomics ?
- (2) What is elasticity of demand ?
- (3) What is marginal cost ?
- (4) What do you mean by obligopoly market ?
- (5) What do you mean by personal income ?
- (6) Define margin of safety.
- (7) List out various banking rates.
- (8) List out various skills of managers.
- (9) List out various principles of organization.
- (10) What is staffing ?
- (11) What is span of control ?
- (12) What is demand forecasting ?
- (13) What is market segmentation ?
- (14) Define finance management.

**Q.2 (a) Explain about different types of money. (03)**

**(b) Explain the importance of the subject “Engineering Economics and Management” as part of B. Tech. study. (04)**

**(c) Explain fiscal policy, its objectives and tools. (07)**

**OR**

**(c) Explain in detail about various functions of banking. (07)**

**Q.3 (a) Enlist assumptions, advantages and limitations of break even analysis. (03)**

**(b) Write short note on valuation approaches for national income. (04)**

**(c) Explain various laws of production. (07)**

**OR**

**Q.3 (a) Explain about total, fixed and variable cost. (03)**

**(b) Write short note on scope of economics. (04)**

**(c) Explain in detail about various methods of computing national income. (07)**

**Q.4 (a) Enlist Henry Fayol’s fourteen principles of management. (03)**

**(b) Explain about departmentalization on the basis of division. (04)**

(c) Explain the term inflation, its types, causes and remedies. (07)

**OR**

**Q.4** (a) Write short note on functions of management (03)

(b) Differentiate between absolute and relative poverty. (04)

(c) Justify the statement management is combination of a science and art. (07)

**Q.5** (a) Explain the effect of maintaining business ethics on economics and management. (03)

(b) Differentiate between selling and marketing concept. (04)

(c) Write short note on functions of production management. (07)

**OR**

**Q.5** (a) Explain the objectives of manpower planning. (03)

(b) Critically justify the statement “Nowadays big organizations are adopting the concept of corporate social responsibility”. (04)

(c) Write short note on market segmentation for industrial markets. (07)

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