

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-IV (NEW) - EXAMINATION – SUMMER 2017****Subject Code: 2140003****Date: 01/06/2017****Subject Name: Engineering Economics and Management****Time: 10:30 AM to 01:00 PM****Total Marks: 70****Instructions:**

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

| | | MARKS |
|------------|---|--------------|
| Q.1 | Short Questions Define the following Terms | 14 |
| | 1 Economics | |
| | 2 Oligopoly | |
| | 3 Recruitment | |
| | 4 Organization | |
| | 5 Marketing | |
| | 6 GDP | |
| | 7 Per Capita Income | |
| | 8 Inflation | |
| | 9 Money | |
| | 10 Cash Reserve Ratio | |
| | 11 Repo Rate | |
| | 12 Reverse Repo Rate | |
| | 13 Poverty | |
| | 14 Management | |
| Q.2 | (a) Give mathematical expression for P/V ratio and list the use of it. | 03 |
| | (b) List the factors that influence elasticity. | 04 |
| | (c) Explain the theory of demand and supply in detail. | 07 |
| | OR | |
| | (c) Explain the types of cost. | 07 |
| Q.3 | (a) Explain break even analysis. | 03 |
| | (b) Differentiate the perfect competition and monopolistic competition. | 04 |
| | (c) Discuss the difference between Management and Administration. | 07 |
| | OR | |
| Q.3 | (a) 'Management is an art.' Justify the statement. | 03 |
| | (b) List the function of RBI in governing the banking system in India. | 04 |
| | (c) List down the managerial roles and explain it. | 07 |
| Q.4 | (a) List the function of leader. | 03 |
| | (b) List the Goals of Finance Management. | 04 |
| | (c) Explain the planning process and list the limitations of planning. | 07 |
| | OR | |
| Q.4 | (a) Which are the factors affecting to the plant layout? | 03 |
| | (b) Write a short note on Hybrid Organization. | 04 |
| | (c) Write a short note on function of Production Management. | 07 |

- Q.5** (a) Explain objectives of human resource management. **03**
(b) List the causes of Inflation. **04**
(c) List the type of Organization. Explain any one type in detail. **07**

OR

- Q.5** (a) List the type of unemployment **03**
(b) Explain the 'Fiscal policy' and its objectives. **04**
(c) Write short note on Myths about business ethics. **07**
