

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

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

**GUJARAT TECHNOLOGICAL UNIVERSITY**

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

**Subject Code:2140003**

**Date:19/05/2018**

**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.

- Q.1** (a) Define ‘economics’ and explain the scope of ‘economics’. **03**  
(b) Explain the types of managers with examples. **04**  
(c) **Do as directed.** **07**  
1) Who is known as the father of economics?(Adam Smith, Fredrick Taylor)  
2) Which are the 4 Ps of marketing?  
3) Planning, \_\_\_\_\_, Staffing, Directing, Controlling  
4) Full forms of GDP, GNP are\_\_\_\_\_  
5) What is CSR?  
6) Recruitment is a part of Human Resource Management. (True/ False)  
7) 14 principles of management are given by \_\_\_\_\_. (Henri Fayol, Adam Smith)
- Q.2** (a) Explain the difference between microeconomics and macroeconomics. **03**  
(b) Discuss the types of cost. Explain any two with examples. **04**  
(c) What is break even analysis? Explain in detail. **07**
- OR**
- (c) What are the functions of finance management? **07**
- Q.3** (a) Discuss the types of unemployment with examples. **03**  
(b) What is inflation? What are the causes of inflation? **04**  
(c) GDP, GNP, NNP and NDP. Explain these concepts in detail. **07**
- OR**
- Q.3** (a) Differentiate between Plant Layout and Process Layout. **03**  
(b) Explain the causes of poverty in brief. **04**  
(c) Discuss the meaning and functions of money in detail. **07**
- Q.4** (a) ‘Good planning is half work done.’ Explain. **03**  
(b) What is the difference between administration and management? **04**  
(c) Explain the levels of Abraham Maslow’s Hierarchy of Needs theory. **07**
- OR**
- Q.4** (a) What are the implications of span of control? **03**  
(b) What is demand forecasting? Explain in brief. **04**  
(c) What are the principles of organizational structures? Elaborate in details. **07**
- Q.5** (a) What is CSR? Explain the types of CSR in brief. **03**  
(b) What is the importance of Human Resource Management? **04**  
(c) Marketing starts even before the product is ready and continues even after the sale has been made. - Explain. **07**
- OR**
- Q.5** (a) Discuss in brief the characteristics of Business Ethics. **03**  
(b) What are the factors affecting Plant Layout Choices? **04**  
(c) Discuss the external and internal sources of recruitment in detail. **07**
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