

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-III(New) • EXAMINATION – WINTER 2016

Subject Code:2130004

Date:31/12/2016

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 14

- 1 Write the law of Supply?
- 2 Give examples of final and intermediate goods.
- 3 If all producers and sellers offer same standard quality of product it is called _____ product.
- 4 Who gave welfare definition of economics?
- 5 What is Per Capita Income?
- 6 What are the factors of production?
- 7 Markets with only few sellers is called:
- 8 Write the full abbreviation of CRR& SLR.
9. How GDP, GNP is calculated.
- 10 PSU stands for.
- 11 According to Henry Fayol, Authority and _____ go parallel and run hand in hand.
- 12 What is sunk cost?
- 13 _____ is associated with high price, which causes decline in purchasing power or value of money.
- 14 Full form of CSR-----

Q.2 (a) Explain Micro and Macro Economics 03

(b) Define Corporate Social responsibility and state its Characteristics 04

(c) Explain various types of costs with suitable examples. 07

Or

(c) Write a note on (i) Authority and Responsibility (ii) Efficiency and Effectiveness. 07

Q.3 (a) What are the assumptions and limitations of Break-Even Analysis? 03

(b) Explain various tools of Monetary Policy. 04

(c) What is demand? Explain law of demand. 07

Or

Q.3 (a) What is monopoly? Differentiate between perfect competition and monopolistic competition. 03

(b) Discuss national income. 04

(c) Discuss various types of organisational structures with examples. 07

Q.4 (a) Explain causes of poverty in brief. 03

(b) Discuss different sources of recruitment? 04

(c) Explain objectives of Human Resource Management. 07

Or

Q.4 (a) Explain the Levels of Management. 03

(b) Discuss any two methods of demand forecasting. 04

(c) Explain the factors affecting the plant layout. 07

Q.5 (a) Explain the functions of management. 03

(b) Write about the various types of Banks. Explain Role and Functions of RBI. 04

(c) Discuss various causes and eradication measures of inflation. 07

Or

Q.5 (a) Explain 4 p's of Marketing. 03

(b) Write in brief the goals and objectives of Finance Management. 04

(c) Who is the father of Scientific Management? Discuss his contribution in Theory of Management. 07