

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-IV (NEW) EXAMINATION – WINTER 2018****Subject Code:2140003****Date:28/11/2018****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.

		MARKS
Q.1	Short Questions	14
	1 Define Economics?	
	2 What is utility?	
	3 What is Technical and Economical Efficiency?	
	4 Define elasticity?	
	5 What is variable cost?	
	6 What is micro economics?	
	7 What is Unity of command?	
	8 What is relative Poverty?	
	9 What do you mean by market?	
	10 What is CSR?	
	11 Define the price?	
	12 What is National Income?	
	13 Who is the father of scientific Management?	
	14 What is perfect completion?	
Q.2	(a) List out the principles of “scientific management.	03
	(b) Explain “Fiscal Policy”, write its objectives.	04
	(c) Explain factors of Production in brief.	07
OR		
	(c) Explain the Goals of Finance Management.	07
Q.3	(a) Discuss the objectives of Indian Monetary Policy.	03
	(b) Explain in brief the 14 principle’s in the theory of management.	04
	(c) Explain in brief Poverty (causes, types, and measure to eradicate).	07
OR		
Q.3	(a) Briefly describe why demand forecasting is important in Marketing department and explain its various methods.	03
	(b) Explain Needs (Maslow’s) theory of management.	04
	(c) What do you mean by marketing mix? Briefly explain.	07
Q.4	(a) Write the various types of costs explain average cost, implicit cost.	03
	(b) Explain Break-even analysis with diagram and write its advantages.	04
	(c) Explain Corporate Social Responsibility of a Multinational organization.	07
OR		
Q.4	(a) Write the objectives of Human Resources Management and explain selection process.	03
	(b) Explain factors to be considered for the location of a plant.	04

- (c) Write the various types of Market, Explain oligopoly market with its determinants. **07**
- Q.5** (a) Discuss the stock and flow concept of national income? **03**
(b) Explain the laws of Returns to scale. **04**
(c) Write short notes any two. **07**
1-Mass Production,
2-PLC.
3 Per capita income.
- OR**
- Q.5** (a) Discuss role and skills of a Manager. **03**
(b) Explain in brief organization structure. **04**
(c) Write short notes any two. **07**
1-Market Segmentation.
2-Autocratic leader.
3- Importance of planning.

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