

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER– IV (New) EXAMINATION – WINTER 2019****Subject Code: 2140003****Date: 10/12/2019****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	(a) Define Demand and Supply.	03
	(b) Explain the types of managers with examples.	04
	(c) Explain the break even analysis with the help of suitable curves and assumptions. Also derive the formula for Break Even Quantity.	07
Q.2	(a) Explain about different types of money.	03
	(b) List the factors that influence elasticity	04
	(c) Explain fiscal policy, its objectives and tools	07
OR		
	(c) Explain in detail about various functions of banking.	07
Q.3	(a) Discuss the types of unemployment with examples.	03
	(b) What is inflation? What are the causes of inflation?	04
	(c) Explain different types of competitions prevailing in the market describing the various attributes of each one of them.	07
OR		
Q.3	(a) Explain about total, fixed and variable cost.	03
	(b) What is the difference between line and staff organization structures?	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 the causes of poverty in brief.	04
	(c) GDP, GNP, NNP and NDP. Explain these concepts in detail.	07
OR		
Q.4	(a) Which are the factors affecting to the plant layout?	03
	(b) What is demand forecasting? Explain in brief	04
	(c) Explain the theory of Maslow's hierarchy of needs	07
Q.5	(a) Discuss in brief the characteristics of Business Ethics.	03
	(b) What are the causes and remedies of unemployment?	04
	(c) Discuss the external and internal sources of recruitment in detail.	07
OR		
Q.5	(a) Explain objectives of human resource management	03
	(b) Write a short note on Hybrid Organization.	04
	(c) Write a short note on function of Production Management.	07
