

GUJARAT TECHNOLOGICAL UNIVERSITY**BE- SEMESTER-III (NEW) EXAMINATION – WINTER 2020****Subject Code:2130004****Date:09/03/2021****Subject Name:Engineering Economics and Management****Time:10:30 AM TO 12:30 PM****Total Marks:56****Instructions:**

1. Attempt any FOUR questions out of EIGHT questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

		Marks
Q.1	(a) Discuss nature of Economics.	3
	(b) Explain Factors effecting plant layout.	4
	(c) Discuss matrix organization.	7
Q.2	(a) Discuss Scientific Management.	3
	(b) Write the meaning of Business Ethics and its importance.	4
	(c) Explain Market Segmentation.	7
Q.3	(a) What are the different determinants of Demand and supply?	3
	(b) Explain Corporate Social Responsibility of a Multinational organization.	4
	(c) Explain “Monetary Policy”, write its various objectives.	7
Q.4	(a) Explain in brief Poverty.	3
	(b) What are the sources of finance? Explain the objectives of finance management	4
	(c) Explain the various objectives of Production management.	7
Q.5	(a) Explain in brief the principles of management.	3
	(b) Define Management, Discuss functions of Management	4
	(c) Explain various methods of demand forecasting.	7
Q.6	(a) Discuss Banking explain the role of RBI.	3
	(b) Discuss CRR, SLR in brief.	4
	(c) Role and skills of a Manager.	7
Q.7	(a) Discuss Break-even analysis with diagram and write its advantages	3
	(b) Write various importance of Planning.	4
	(c) Write the various functions of Commercial Banks.	7
Q.8	(a) Write the various causes of Inflation.	3
	(b) Explain Price Elasticity of Demand.	4
	(c) Explain Maslow’s Needs Theory.	7
