

GUJARAT TECHNOLOGICAL UNIVERSITY
BE- SEMESTER-IV (NEW) EXAMINATION – WINTER 2020

Subject Code:2140003**Date:11/02/2021****Subject Name: Engineering Economics & Management****Time:02:30 PM TO 04:30 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) Define Market. Enlist different types of Markets	03
(b) What is demand? Explain law of demand	04
(c) Explain any two methods of measurement of elasticity.	07
Q.2 (a) Explain about total, fixed and variable cost.	03
(b) Explain the concept of Break-Even Analysis.	04
(c) Discuss the types of Plant Layout.	07
Q.3 (a) Enlist Henry Fayol's fourteen principles of management.	03
(b) Write a note on functions of Banks.	04
(c) Explain 4P's of marketing.	07
Q.4 (a) Write a note on Hybrid organization	03
(b) Define Corporate Social responsibility and state its Characteristics	04
(c) Explain fiscal policy, its objectives and tools	07
Q.5 (a) Discuss different sources of recruitment?	03
(b) Discuss any two methods of demand forecasting.	04
(c) Write a note on inflation	07
Q.6 (a) Write full form of GDP, GNP, CRR, SLR, NNP and NDP	03
(b) Write the importance and need of Human Resources Management	04
(c) Explain the theory of Maslow's hierarchy of needs	07
Q.7 (a) Write about the various types of Banks.	03
(b) Explain Role and Functions of RBI.	04
(c) What are the qualities required to become a successful leader?	07
Q.8 (a) 'Management is an art'. What do you think about this sentence? Justify your answer.	03
(b) What is Money? Explain different functions of Money in detail.	04
(c) Write short note on market segmentation for industrial markets.	07
