

GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER-III(New) EXAMINATION – SUMMER 2016

Subject Code:2130004

Date:02/06/2016

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 According to banking expand CRR and SLR.	
2 Lionel Robbins is known as father of scientific management True or False?	
3 Define Management.	
4 List types of inflation.	
5 List all determinants of Demand.	
6 According to national income expand NNP and NDP	
7 Alfred Marshal gave definition of Economics True or False?	
8 Define Economics.	
9 Which are the 4 P's of marketing?	
10 Expand NRLM	
11 Define Quality Control	
12 The word 'Ethics' is derived from the French word 'Ethos' True or False?	
13 List the types of Plant Layout	
14 'shoes' are natural product or secondary product?	
Q.2 (a) Explain the relationship between total, variable and fixed cost.	03
(b) Explain the Process of Selection in short.	04
(c) Write a short note on scientific management.	07
OR	
(c) Discuss all the factors in detail those affects the plant location.	07
Q.3 (a) Define 1. Bank Rate 2. Repo Rate and 3. Reverse Repo Rate	03
(b) Management is an art. Justify your answer.	04
(c) Write a short note on scope of marketing.	07
OR	
Q.3 (a) Explain the concept of Marketing	03
(b) Define CSR and discuss its importance.	04
(c) Write a brief note on function of management.	07
Q.4 (a) Compare Micro Economics and Macro Economics.	03
(b) Discuss all the Factors affecting to Production in detail.	04
(c) What is Money? Explain different functions of Money in detail.	07
OR	
Q.4 (a) Explain GDP and GNP in short in terms of national income.	03
(b) What is the principal of organization? Explain types of organization.	04

- (c) What do you mean by Demand and Supply? Explain the law of Supply? **07**
- Q.5** (a) List the types of unemployment and discuss cause for unemployment. **03**
(b) Define Poverty and discuss absolute and relative poverty. **04**
(c) Write a Brief note on Break Even Point with all methods of calculating BEP. **07**

OR

- Q.5** (a) Which are the factors affecting to the plant layout? **03**
(b) What do you mean by Banking? List the types of Banking. **04**
(c) Write short note on Myths about business ethics. **07**
