

Seat No.: _____ Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-III (NEW) - EXAMINATION – SUMMER 2018

Subject Code:2130004

Date:18/05/2018

Subject Name:Engineering Economics and Management

Time:10:30 AM to 01:00 PM

Total Marks: 70

Instructions:

- Attempt all questions.
- Make suitable assumptions wherever necessary.
- Figures to the right indicate full marks.

		MARKS
Q.1	(a) Define Economics? Why is the study of Economics useful for engineers?	03
	(b) Explain the importance of concept of Demand and Supply.	04
	(c) Define: (1) CSR (2) Business Ethics (3) Corporate governance (4)Management (5)Organization (6)Marketing (7)Human Resource Management	07
Q.2	(a) What are the assumptions and limitations of Break-Even Analysis?	03
	(b) Explain various types of costs with suitable examples.	04
	(c) Define perfect competition with its characteristics.	07
	OR	
	(c) Define national income. How GDP, GNP, NNP and NDP are calculated?	07
Q.3	(a) Explain causes of Poverty.	03
	(b) Explain causes of Inflation.	04
	(c) What is Money? Explain the types of Money.	07
	OR	
Q.3	(a) Explain causes of Unemployment.	03
	(b) Discuss measures to control Inflation.	04
	(c) Give the meanings of the following terms: Cash Reserve Ratio, Statutory Liquidity Ratio, Bank Rate, Repo Rate, Reverse Repo Rate.	07
Q.4	(a) Write a note on Scientific Management.	03
	(b) Explain Types of Manager.	04
	(c) Write a brief note on function of management.	07
	OR	

Q.4	(a) Describe Management is A Science or An Art?	03
	(b) Explain Maslow’s theory of Hierarchy of Needs with necessary diagram	04
	(c) List out Organizational Structure. Discuss one of them in detail.	07
Q.5	(a) Discuss all the Factors affecting to Production in detail.	03
	(b) Discuss any one type of plant layout with diagram.	04
	(c) Define demand forecasting? Enlist various methods of demand forecasting and Elaborate any two in detail.	07

OR

Q.5	(a) Explain objectives of human resource management.	03
	(b) Discuss different sources of recruitment.	04
	(c) Define Financial Management. Discuss Function of Financial Management.	07
