

GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER-III (New) EXAMINATION – WINTER 2015

Subject Code: 2130004

Date: 23/12/2015

Subject Name: ENGINEERING ECONOMICS AND MANAGEMENT

Time: 2:30pm to 5:00pm

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	14
1 Who is father of scientific management?	
2 Write the 4P's of Marketing.	
3 Extend POSDCORB as management functions.	
4 Who gives Hierarchy of needs theory?	
5 Which is independent variable in law of demand? Demand or Price?	
6 Extend CRR and SLR reference to banking.	
7 Extend GDP and GNP reference to national income.	
8 Write three important managerial skills.	
9 Inflation belongs to which economics? Micro or Macro?	
10 What can we do by Delphi method?	
11 Availability of Labour is important factor for Plant Layout or Plant Location?	
12 Which comes first? Recruitment or Selection?	
13 Absolute and Relative terms uses for which economic problem?	
14 Who gives famous 14 principles of management?	
Q.2 (a) Differentiate micro and macro economics.	03
(b) Discuss factors of production.	04
(c) Define perfect competition with its characteristics.	07
OR	
(c) What is demand? Explain law of demand	07
Q.3 (a) Define Poverty with its types.	03
(b) Discuss causes for Inflation.	04
(c) What is Money? Explain Functions of Money.	07
OR	
Q.3 (a) Define Unemployment with its types.	03
(b) Explain Break Even Analysis.	04
(c) Describe functions of RBI.	07
Q.4 (a) Explain concepts of Marketing.	03
(b) Discuss scope of Finance.	04
(c) Describe principles of management.	07
OR	
Q.4 (a) Discuss national income.	03
(b) Explain elasticity of demand.	04
(c) Discuss different types of organizational structures.	07
Q.5 (a) Define Business Ethics with its Importance.	03
(b) Define Corporate Social Responsibility with its	04

Importance.

- (c) What is plant location? Explain factors affecting plant location. **07**

OR

- Q.5** (a) Explain objectives of human resource management. **03**
(b) Discuss bases for market segmentation. **04**
(c) Discuss different sources of recruitment. **07**
