

GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER– IV(NEW) EXAMINATION – SUMMER 2015

Subject Code: 2140003

Date: 28/05/2015

Subject Name: ENGINEERING ECONOMICS AND MANAGEMENT

Time: 10:30am-1.00pm

Total Marks: 70

Instructions:

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

- Q.1** (a) Differentiate between Microeconomics and Macroeconomics. **07**
(b) Explain the concept of Break-Even Analysis with suitable example. **07**

- Q.2** (a) Write a note on Elasticity of demand. **07**
(b) Explain various factors of production. **07**

OR

- (b) Define Market. Explain different types of Markets. **07**

- Q.3** (a) Discuss the stock and flow concept of national income. **07**
(b) Define Poverty. Explain the causes of poverty and measures to reduce the poverty. **07**

OR

- Q.3** (a) Explain various tools of monetary policy. **07**
(b) Write a note on functions of Banks. **07**

- Q.4** (a) Distinguish between Management and administration **07**
(b) Explain the theory of Maslow's hierarchy of needs **07**

OR

- Q.4** (a) Write a note on functions of management. **07**
(b) Describe the formal organizational structure with levels of management. **07**

- Q.5** (a) Write a note on (i) Matrix organization (ii) Hybrid organization **07**
(b) Explain the sources of Finance. **07**

OR

- Q.5** (a) Briefly describe various methods of demand forecasting. **07**
(b) Discuss the types of Plant Layout. **07**
