

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

Subject Code:2140003

Date:30/05/2016

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 Define the term “Economics”	
	2 What is called “demand” in the context of economics?	
	3 What is called “supply” in the context of economics?	
	4 List out various types of costs.	
	5 What is GDP?	
	6 What is Break Even Point (BEP)?	
	7 Define the term “marketing”	
	8 What is “macroeconomics”?	
	9 What do you mean by National Income of a country?	
	10 What is variable cost related to business?	
	11 What is disposable income?	
	12 Give one example of Corporate Social Responsibility.	
	13 Define the term “management”	
	14 Explain CRR (Cash to Reserve Ratio)	
Q.2	(a) With suitable example, explain “opportunity cost”.	03
	(b) Explain “monopolistic competition” with suitable example.	04
	(c) What are the functions of management? Explain in detail.	07
	OR	
	(c) Explain “monetary policy”, its objectives and tools.	07
Q.3	(a) Explain “perfect competition” with suitable example.	03
	(b) Give suitable example and calculate BEP for the same.	04
	(c) Explain “fiscal policy”, its objectives and tools.	07
	OR	
Q.3	(a) What is organization? List out its various types.	03
	(b) Explain “repo rate” and “reverse repo rate”	04
	(c) With suitable example explain market segmentation in detail.	07
Q.4	(a) List out various economic problems.	03
	(b) What is called matrix organization? Give its example.	04
	(c) What is called “finance management”? Explain its scope, sources and functions.	07
	OR	
Q.4	(a) What is “production management” List out its important terminology.	03
	(b) Many organizations do not have “business ethics” give your comments for the same.	04

- (c) “Corporate Social Responsibility” must be made compulsory for all organizations.. Give your comments for the same, and also give good examples of it. **07**
- Q.5**
 - (a) What do you mean by marketing mix? Briefly explain. **03**
 - (b) List out the principles of “scientific management”. **04**
 - (c) Explain the term” Unemployment”, its types, causes and remedies. **07**

OR

- Q.5**
 - (a) Explain the word “elasticity” in the context of demand. **03**
 - (b) Explain various sources of recruitment in brief. **04**
 - (c) With suitable examples, explain Maslow’s hierarchy of needs in detail. **07**
