

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-IV (NEW) - EXAMINATION – SUMMER 2017

Subject Code: 2140003

Date: 01/06/2017

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
	Define the following Terms	
	1 Economics	
	2 Oligopoly	
	3 Recruitment	
	4 Organization	
	5 Marketing	
	6 GDP	
	7 Per Capita Income	
	8 Inflation	
	9 Money	
	10 Cash Reserve Ratio	
	11 Repo Rate	
	12 Reverse Repo Rate	
	13 Poverty	
	14 Management	
Q.2	(a) Give mathematical expression for P/V ratio and list the use of it.	03
	(b) List the factors that influence elasticity.	04
	(c) Explain the theory of demand and supply in detail.	07
	OR	
	(c) Explain the types of cost.	07
Q.3	(a) Explain break even analysis.	03
	(b) Differentiate the perfect competition and monopolistic competition.	04
	(c) Discuss the difference between Management and Administration.	07
	OR	
Q.3	(a) 'Management is an art.' Justify the statement.	03
	(b) List the function of RBI in governing the banking system in India.	04
	(c) List down the managerial roles and explain it.	07
Q.4	(a) List the function of leader.	03
	(b) List the Goals of Finance Management.	04
	(c) Explain the planning process and list the limitations of planning.	07
	OR	
Q.4	(a) Which are the factors affecting to the plant layout?	03
	(b) Write a short note on Hybrid Organization.	04
	(c) Write a short note on function of Production Management.	07

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|------------|------------|--|-----------|
| Q.5 | (a) | Explain objectives of human resource management. | 03 |
| | (b) | List the causes of Inflation. | 04 |
| | (c) | List the type of Organization. Explain any one type in detail. | 07 |

OR

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|------------|------------|--|-----------|
| Q.5 | (a) | List the type of unemployment | 03 |
| | (b) | Explain the 'Fiscal policy' and its objectives. | 04 |
| | (c) | Write short note on Myths about business ethics. | 07 |
