Seat No.:	Enrolment No
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## **GUJARAT TECHNOLOGICAL UNIVERSITY**

BE - SEMESTER-III (NEW) - EXAMINATION - SUMMER 2017

Subject Code: 2130004 Date: 29/05/2017

**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	
<b>C</b>	1	What is Elasticity of demand?		
	2	What is 'Margin of Safety'?		
	3	Define GDP.		
	4	What is 'Fiat money'?		
	5	Define 'Bill of exchange'.		
	6	What is 'Cash Reserve Ratio'?		
	7 What is Cross Elasticity of Demand?			
	8 Define business/corporate ethics.			
	9 Write full form for FMCG.			
	10	Who gave welfare definition of Economics?		
	11	Define 'Staffing'.		
	12	What is the difference between recruitment & selection?		
	13	Define Plant Layout.		
	14	Write full form for CSR.		
<b>Q.2</b>	(a)	Define Economics? Why is the study of Economics	03	
_		useful for engineers?		
	<b>(b)</b>	Write a detailed note on 'Demand and supply	04	
		Equilibrium' with diagram.		
	<b>(c)</b>	Why is money system needed? Explain how it overcomes	07	
		the problems of Barter exchange system?		
		OR		
	<b>(c)</b>	Write a detailed note on 'Break Even Analysis' with	07	
		diagram.		
<b>Q.3</b>	(a)	Define the term production and explain factors affecting	03	
		industrial production.		
	<b>(b)</b>	Write a detailed note on:	04	
		1. Monopoly Market 2. Oligopoly Market.		
	<b>(c)</b>	Explain Price Elasticity of demand with due examples.	07	
		OR		
<b>Q.3</b>	<b>(a)</b>	"Ethical behavior is very important for an entrepreneur"-	03	
	<i>-</i> .	Justify.		
	<b>(b)</b>	Define national income and discuss stock and flow	04	
		what are the courses and remedies for 'Inflation'?	07	
	(c)	What are the causes and remedies for 'Intlation''	117	

<b>Q.4</b>	(a)	Explain price determination in different kinds of markets.	03
	<b>(b)</b>	Define CSR and discuss its due importance in industrial practice.	04
	(c)	Explain Maslow's theory of Hierarchy of Needs with necessary diagram.	07
		OR	
Q.4	(a)	Discuss any one methods of demand forecasting.	03
	<b>(b)</b>	Explain any four major factors affecting the plant location.	04
	(c)	Explain various functions of management.	07
Q.5	(a)	Explain 4 p's of Marketing.	03
	<b>(b)</b>		04
	(c)	Who is the father of Scientific Management? Discuss principles of Scientific Management	07
		OR	
Q.5	(a)	Explain in brief objectives of human resource management.	03
	<b>(b)</b>	-	04
	(c)	Discuss any one type of plant layout with diagram.	07
	(-)	Discuss its advantages and disadvantages.	••

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