Seat No.:	Enrolment No.

Subject Code:163501

GUJARAT TECHNOLOGICAL UNIVERSITY

BE – SEMESTER – VI • EXAMINATION – SUMMER• 2015

Date:01/05/2015

Subject Name: Economics & Industrial Management			
Time: 10.30AM-01.00PM Instructions: 1.Attempt all questions. 2.Make suitable assumptions wherever necessary. 3.Figures to the right indicate full marks.			
Q.1	(a) (b)	Explain the marketing research process. Describe the structure, features & challenges of Indian econo	omy. 07
Q.2	(a) (b)	Elaborate the Institutional finance. Critically explain the principles of accounting. OR	07 07
	(b)	Write a detailed note on advertisement.	07
Q.3	(a) (b)	State the concept of material management. Describe the preventive maintenance. OR	07 07
Q.3	(a) (b)	State the different forms of business organisation. Explain the concept of scientific management.	07 07
Q.4	(a) (b)	Write a detailed notes on the following topics: Demand Wants & utilities OR	07 07
Q.4	(a) (b)	Distinguish between the capitalism & socialism. Elaborate different factors of product.	07 07
Q.5	(a) (b)	Critically explain the nature and functions of money. Describe the concept of currency devaluation. OR	07 07
Q.5	(a) (b)	Critically explain the growth of public sectors in India. Discuss the five years plans of India.	07 07

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