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## GUJARAT TECHNOLOGICAL UNIVERSITY BE - SEMESTER-III (NEW) • EXAMINATION – SUMMER 2015

Subject Code: 2130004 Date: 02/06/2015 Subject Name: Engineering Economics & Management Time: 02.30pm-05.00pm **Total Marks: 70 Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. **Q.1** What is utility? Explain cardinal & ordinal Approaches 07 (a) Explain any two methods of measurement of elasticity **07 (b) Q.2** Explain the factors of production in brief. 07 (a) What are the assumption & limitations of break-even analysis? 07 **(b)** OR What is monopoly? Differentiate between perfect competition & monopolistic **(b)** 07 competition **Q.3** Explain causes of poverty in brief. 07 (a) **(b)** Explain the levels of management. 07 OR **Q.3** Explain the function of organization. 07 (a) Explain the quality of a successful leader. **07 (b) Q.4** (a) Explain 4P's of marketing. 07

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OR

OR

Explain any two methods of forecasting.

Explain the types of Banks in brief.

Explain any three Marketing concepts.

Explain goals of finance management

Explain characteristics & function of money.

Explain the objective of production management.

Explain the factors affecting the plant layout.

**(b)** 

(a)

**(b)** 

(a)

**(b)** 

(a)

**(b)** 

**Q.4** 

Q.5

**Q.5** 

07

07

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