GUJARAT TECHNOLOGICAL UNIVERSITY BE - SEMESTER- IV(NEW) EXAMINATION – SUMMER 2015

Subject Code: 2140003Date:28/05/2015Subject Name: ENGINEERING ECONOMICS AND MANAGEMENTTime: 10:30am-1.00pmTotal Marks: 7Instructions:1. Attempt all questions.2. Make suitable assumptions wherever necessary.3. Figures to the right indicate full marks.			
Q.1	(a) (b)	Differentiate between Microeconomics and Macroeconomics. Explain the concept of Break-Even Analysis with suitable example.	07 07
Q.2	(a) (b)	Write a note on Elasticity of demand. Explain various factors of production.	07 07
OR			
	(b)	Define Market. Explain different types of Markets.	07
Q.3	(a) (b)	Discuss the stock and flow concept of national income. Define Poverty. Explain the causes of poverty and measures to reduce the poverty.	07 07
		OR	
Q.3	(a)	Explain various tools of monetary policy.	07
	(b)	Write a note on functions of Banks.	07
Q.4	(a) (b)	Distinguish between Management and administration Explain the theory of Maslow's hierarchy of needs	07 07
OR			
Q.4	(a)	Write a note on functions of management.	07
	(b)	Describe the formal organizational structure with levels of management.	07
Q.5	(a) (b)	Write a note on (i) Matrix organization (ii) Hybrid organization Explain the sources of Finance.	07 07
		OR	
Q.5	(a)	Briefly describe various methods of demand forecasting.	07
	(b)	Discuss the types of Plant Layout.	07
