## **GUJARAT TECHNOLOGICAL UNIVERSITY** BE - SEMESTER-III • EXAMINATION – WINTER • 2014

| Subject Code: 2130004Date: 23-12-2014Subject Name: Engineering Economics and ManagementTime: 02.30 pm - 05.00 pmInstructions:1. Attempt all questions.2. Make suitable assumptions wherever necessary.3. Figures to the right indicate full marks. |              |   |          |
|--|--------------|---|----------|
| Q.1  | (a)          | Define microeconomics and macroeconomics.<br>Differentiate between microeconomics and macroeconomics. | 07       |
|  | <b>(b</b> )  | Explain the elasticity of demand's determinants.  | 07       |
| Q.2  | (a)<br>(b)   | Explain the types of cost briefly.  | 07<br>07 |
|  | <b>(b</b> )  | What are the assumption and limitations of break-even analysis?<br>OR                                 | 07       |
|  | <b>(b)</b>   | What is monopoly?<br>Differentiate between perfect competition and monopolistic competition           | 07       |
| Q.3  | (a)          | Explain the general responsibilities of a CEO.  | 07       |
|  | <b>(b</b> )  | Differentiate between management and administration.<br>OR  | 07       |
| Q.3  | <b>(a)</b>   | Explain the important principles of organization.   | 07       |
| -  | <b>(b)</b>   | Explain the factor affecting centralization.  | 07       |
| Q.4  | <b>(a)</b>   | Explain 4P's of marketing.  | 07       |
|  | <b>(b)</b>   | Explain any two methods of forecasting.   | 07       |
| Q.4  | (a)          | OR<br>Explain characteristics and function of money.  | 07       |
| <b>~</b> ··  | ( <b>b</b> ) | Explain the central banking principles.   | 07<br>07 |
| Q.5  | (a)          | What is financial management?   | 07       |
| -  |              | Explain the scope of financial management.  |          |
|  | <b>(b</b> )  | Explain the importance of corporate social responsibilities.<br><b>OR</b>                             | 07       |
| Q.5  | (a)          | Explain the objective of production management.   | 07       |
| -  | <b>(b)</b>   | Explain the factors affecting the plant layout.   | 07       |
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