GUJARAT TECHNOLOGICAL UNIVERSITY BE - SEMESTER-IV(New) EXAMINATION – SUMMER 2016

Subject Code:2140003				Date:30/05/2016	
Subject	Nan	ne:Engineering Economics and Management			
Time:10	:30	AM to 01:00 PM	Fotal]	Marks: 70	
Instruction	ns:				
1.	Atte	empt all questions.			
		ke suitable assumptions wherever necessary.			
3.	Figu	ures to the right indicate full marks.			
			I	MARKS	
01		Short Questions		14	
Q.1	1	Define the term "Economics"		14	
	2	What is called "demand" in the context of economics?	,		
	2 3	What is called "supply" in the context of economics?			
	3 4	List out various types of costs.			
	4 5	What is GDP?			
	6	What is Break Even Point (BEP)?			
	7	Define the term "marketing" What is "macroeconomics"?			
	8				
	9 10	What do you mean by National Income of a country? What is variable cost related to business?			
	10				
	11	What is disposable income?			
	12	Give one example of Corporate Social Responsibility.			
	13	Define the term "management"			
0.0	14	Explain CRR (Cash to Reserve Ratio)		0.2	
Q.2	(a)		1.1	03	
	(b)	Explain "monopolistic competition" with suita example.	able	04	
	(c)	What are the functions of management? Explain in det	tail.	07	
		OR			
	(c)			07	
Q.3	(a)			03	
	(b)	Give suitable example and calculate BEP for the same	·•	04	
	(c)	Explain "fiscal policy", its objectives and tools.		07	
Q.3	(a)	What is organization? List out its various types.		03	
2.0	(b)	Explain "repo rate" and "reverse repo rate"		04	
	(c)	With suitable example explain market segmentation	ı in	07	
	(-)	detail.			
Q.4	(a)	List out various economic problems.		03	
Ľ	(b)	*		04	
	(c)	What is called "finance management"? Explain its sco		07	
		sources and functions.	1 /		
		OR			
Q.4	(a)	What is "production management" List out its impor	tant	03	
-		terminology.			
	(b)	Many organizations do not have "business ethics" g	give	04	
		your comments for the same.			

	(c)	"Corporate Social Responsibility" must be made compulsory for all organizations Give your comments	07			
o =		for the same, and also give good examples of it.	03			
Q.5	(a)	J J D J I				
	(b)	List out the principles of "scientific management".	04			
	(c)	Explain the term" Unemployment", its types, causes and remedies.	07			
		OR				
Q.5	(a)	Explain the word "elasticity" in the context of demand.	03			
-	(b)	Explain various sources of recruitment in brief.	04			
	(c)	With suitable examples, explain Maslow's hierarchy of needs in detail.	07			
