

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-IV (NEW) EXAMINATION – SUMMER 2022

Subject Code:2140003

Date:27-06-2022

Subject Name:Engineering Economics and Management

Time:10:30 AM TO 01:00 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

		Marks
Q.1	(a) Define Law of Demand with diagram.	03
	(b) Explain Income elasticity of Demand.	04
	(c) Explain Production Factors : Land, Labor, Capital, Entrepreneur	07
Q.2	(a) Characteristics of Management.	03
	(b) GNP, GDP, NNP,NDP	04
	(c) Monopoly Vs Perfect Competition.	07
	OR	
	(c) Explain RBI & its functions.	07
Q.3	(a) Define: absolute & relative poverty	03
	(b) F.W.Taylor Scientific Management School.	04
	(c) Explain Functions of Management in detail.	07
	OR	
Q.3	(a) Span of Control.	03
	(b) Levels & Skills of Management	04
	(c) Explain with diagram Matrix Organization Structure.	07
Q.4	(a) Demand Forecasting Methods.	03
	(b) Maslow's Need theory.	04
	(c) 4P's of Marketing Mix with relevant example.	07
	OR	
Q.4	(a) Name Sources of Finance available	03
	(b) CSR & its Importance.	04
	(c) Bases of Market Segmentation.	07
Q.5	(a) Selection Process.	03
	(b) Importance of business Ethics.	04
	(c) Important factors for considering Plant Location.	07
	OR	
Q.5	(a) Selling Concept Vs Marketing Concept.	03
	(b) What are the sources of recruitment?	04
	(c) Factors Influencing Plant Layout.	07
