

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER- IV(NEW) EXAMINATION – SUMMER 2023****Subject Code:2140003****Date:11-07-2023****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 economics and differentiate Macro and Micro economics. Explain importance of studying Economics.	03
	(b) Explain the law of demand with example.	04
	(c) Write a detailed note on Equilibrium between Supply and demand and explain with diagram and examples.	07
Q.2	(a) Write a short-note on Break Even Analysis.	03
	(b) Write a note on various types of Engineering Costs.	04
	(c) Define the term Production and discuss in detail factors of production.	07
	OR	
	(c) Explain price determination in different types of markets.	07
Q.3	(a) Explain meaning of unemployment and enlist its types.	03
	(b) Write a short note on types of money.	04
	(c) Discuss various measures to control inflation.	07
	OR	
Q.3	(a) Discuss nature and scope of management.	03
	(b) Write a short-note on 'Span of Control'.	04
	(c) What is demand forecasting? Explain methods of demand Forecasting.	07
Q.4	(a) Write a short-note on functions of finance management.	03
	(b) Define manpower planning and explain the process of manpower planning.	04
	(c) Explain plant location and factors affecting plant location.	07
	OR	
Q.4	(a) Differentiate between management and administration.	03
	(b) Write a note on GDP and GNP.	04
	(c) Explain the Abraham Maslow's theory of hierarchy of needs in detail with diagram.	07
Q.5	(a) Enlist different marketing concepts. Discuss any one of them.	03
	(b) Describe role of a financial manager?	04
	(c) What is recruitment? Explain the steps in the process of recruitment.	07
	OR	
Q.5	(a) Enlist the steps of the selection process and discuss briefly.	03
	(b) Explain meaning and characteristics of business ethics.	04
	(c) Define corporate social responsibility with its importance.	07