

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-IV (NEW) EXAMINATION – SUMMER 2024

Subject Code:2140003

Date:18-07-2024

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.	03
	(b) Explain the relation between demand and supply.	04
	(c) Explain the concept of cost. Elaborate : Fixed cost, variable cost, total cost, average cost, marginal cost.	07
 Q.2	(a) Explain : GDP, GNP, NNP	03
	(b) How is national income measured? Discuss in detail.	04
	(c) Discuss in detail four factors of production : Land, Labour, Capital and Entrepreneurship	07
	OR	
	(c) What is elasticity? Explain the elasticity of demand.	07
 Q.3	(a) Explain the types of poverty.	03
	(b) Differentiate between perfect competition and monopoly.	04
	(c) Discuss various measures to control inflation.	07
	OR	
Q.3	(a) Discuss principles of organization briefly.	03
	(b) What is unemployment? What are the types of unemployment? Discuss briefly.	04
	(c) What are main objectives of the fiscal policy of India?	07
 Q.4	(a) Elaborate difference between management and administration.	03
	(b) Enlist 14 administrative principles set by Henry Fayol.	04
	(c) What is the name of the central bank of India? What are its functions?	07
	OR	
Q.4	(a) What is span of control?	03
	(b) Advantages and disadvantages of decentralization organizational structure.	04
	(c) Explain the Abraham Maslow's theory in detail with diagram.	07
 Q.5	(a) Enlist different marketing concepts. Discuss any one of them.	03
	(b) What is finance management? What are the functions of financial manager?	04
	(c) What are the functions of production management and discuss factors affecting plant location.	07

OR

Q.5 (a) Enlist the steps of the selection process and discuss briefly. **03**
(b) What are four Ps of marketing mix model? Discuss in detail. **04**
(c) Define Corporate Social Responsibility with its Importance. **07**
