

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-IV(NEW) EXAMINATION – WINTER 2022****Subject Code:2140003****Date:14-12-2022****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.

|            |   | <b>Marks</b>                        |
|------------|---|-------------------------------------|
| <b>Q.1</b> | (a) Define fixed cost, variable cost and opportunity cost with example.<br>(b) Explain Corporate Social Responsibility with its importance.<br>(c) Discuss Henry Fayol's 14 administrative principles of management.                    | <b>03</b><br><b>04</b><br><b>07</b> |
| <b>Q.2</b> | (a) Identify various causes of unemployment.<br>(b) Explain four factors of production.<br>(c) Interpret equilibrium point, equilibrium price, equilibrium quantity, surplus of quantity and shortage of quantity using suitable graph. | <b>03</b><br><b>04</b><br><b>07</b> |
|            | <b>OR</b>   |                                     |
|            | (c) Interpret price elasticity of demand using suitable graphs.   | <b>07</b>                           |
| <b>Q.3</b> | (a) Define monopoly with its characteristics.<br>(b) What is poverty? Identify various causes of poverty.<br>(c) Discuss various component of monetary policy.  | <b>03</b><br><b>04</b><br><b>07</b> |
|            | <b>OR</b>   |                                     |
| <b>Q.3</b> | (a) Define perfect competition with its characteristics.<br>(b) What is inflation? Identify various causes of inflation.<br>(c) Discuss various component of fiscal policy.   | <b>03</b><br><b>04</b><br><b>07</b> |
| <b>Q.4</b> | (a) Define organizational structure and enlist various types of organizational structure.<br>(b) Define personal income and discuss GDP.<br>(c) Discuss various functions of management.  | <b>03</b><br><b>04</b><br><b>07</b> |
|            | <b>OR</b>   |                                     |
| <b>Q.4</b> | (a) Define Span of Control with example.<br>(b) Define disposal income and discuss GNP.<br>(c) Discuss matrix organizational structure with it's merits and demerits.   | <b>03</b><br><b>04</b><br><b>07</b> |
| <b>Q.5</b> | (a) Explain importance of marketing management.<br>(b) Explain 4 P's of marketing.<br>(c) Discuss Man Power Planning process.   | <b>03</b><br><b>04</b><br><b>07</b> |
|            | <b>OR</b>   |                                     |
| <b>Q.5</b> | (a) Explain importance of financial management.<br>(b) Explain various sources of finance.<br>(c) Discuss various factors affecting plant location selection.   | <b>03</b><br><b>04</b><br><b>07</b> |

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