

**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.

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

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