

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-IV (NEW) EXAMINATION – WINTER 2023****Subject Code:2140003****Date:17-01-2024****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.

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| Q.1 | (a) Define Demand and Supply. | 03 |
| | (b) Write short note on scope of economics. | 04 |
| | (c) Write a short note on function of Production Management. | 07 |
| Q.2 | (a) Discuss in brief the characteristics of Business Ethics. | 03 |
| | (b) Differentiate between absolute and relative poverty. | 04 |
| | (c) Discuss Break-even analysis with diagram and write its advantages. | 07 |
| | OR | |
| | (c) List down the managerial roles and explain it. | 07 |
| Q.3 | (a) Explain the objectives of manpower planning. | 03 |
| | (b) Differentiate between selling and marketing concept. | 04 |
| | (c) List the type of Organization. Explain any one type in detail. | 07 |
| | OR | |
| Q.3 | (a) List the function of leader. | 03 |
| | (b) What is inflation? What are the causes of inflation? | 04 |
| | (c) GDP, GNP, NNP and NDP. Explain these concepts in detail. | 07 |
| Q.4 | (a) Explain in brief Mass and Batch Production. | 03 |
| | (b) What is demand forecasting? Explain in brief. | 04 |
| | (c) Discuss the external and internal sources of recruitment in detail. | 07 |
| | OR | |
| Q.4 | (a) Give mathematical expression for P/V ratio and list the use of it. | 03 |
| | (b) Differentiate the perfect competition and monopolistic competition. | 04 |
| | (c) Explain the planning process and list the limitations of planning. | 07 |
| Q.5 | (a) Explain about total, fixed and variable cost. | 03 |
| | (b) Write a short note on Hybrid Organization. | 04 |
| | (c) Justify the statement management is combination of a science and art. | 07 |
| | OR | |
| Q.5 | (a) Which are the factors affecting to the plant layout? | 03 |
| | (b) Explain the 'Fiscal policy' and its objectives. | 04 |
| | (c) Explain in brief the 14 principle's in the theory of management. | 07 |
