

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.

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
