

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE- SEMESTER-IV (NEW) EXAMINATION – WINTER 2020****Subject Code:2140003****Date:11/02/2021****Subject Name: Engineering Economics & Management****Time:02:30 PM TO 04:30 PM****Total Marks:56****Instructions:**

1. Attempt any FOUR questions out of EIGHT questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

	MARKS
<b>Q.1</b> (a) Define Market. Enlist different types of Markets	<b>03</b>
(b) What is demand? Explain law of demand	<b>04</b>
(c) Explain any two methods of measurement of elasticity.	<b>07</b>
<b>Q.2</b> (a) Explain about total, fixed and variable cost.	<b>03</b>
(b) Explain the concept of Break-Even Analysis.	<b>04</b>
(c) Discuss the types of Plant Layout.	<b>07</b>
<b>Q.3</b> (a) Enlist Henry Fayol's fourteen principles of management.	<b>03</b>
(b) Write a note on functions of Banks.	<b>04</b>
(c) Explain 4P's of marketing.	<b>07</b>
<b>Q.4</b> (a) Write a note on Hybrid organization	<b>03</b>
(b) Define Corporate Social responsibility and state its Characteristics	<b>04</b>
(c) Explain fiscal policy, its objectives and tools	<b>07</b>
<b>Q.5</b> (a) Discuss different sources of recruitment?	<b>03</b>
(b) Discuss any two methods of demand forecasting.	<b>04</b>
(c) Write a note on inflation	<b>07</b>
<b>Q.6</b> (a) Write full form of GDP, GNP, CRR, SLR, NNP and NDP	<b>03</b>
(b) Write the importance and need of Human Resources Management	<b>04</b>
(c) Explain the theory of Maslow's hierarchy of needs	<b>07</b>
<b>Q.7</b> (a) Write about the various types of Banks.	<b>03</b>
(b) Explain Role and Functions of RBI.	<b>04</b>
(c) What are the qualities required to become a successful leader?	<b>07</b>
<b>Q.8</b> (a) 'Management is an art'. What do you think about this sentence? Justify your answer.	<b>03</b>
(b) What is Money? Explain different functions of Money in detail.	<b>04</b>
(c) Write short note on market segmentation for industrial markets.	<b>07</b>

\*\*\*\*\*