

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER– III (New) EXAMINATION – WINTER 2019****Subject Code: 2130004****Date: 26/11/2019****Subject Name: Engineering Economics and Management****Time: 02:30 PM TO 05:00 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Differentiate between Microeconomics and Macroeconomics. **03**
 (b) Briefly discuss the determinants of supply for any commodity. **04**
 (c) Explain: Law of Demand and supply **07**
- Q.2** (a) Define: **03**
 1. Sunk Cost
 2. Opportunity Cost
 3. Implicit Cost
 (b) Differentiate between Monopoly and Perfect competition. **04**
 (c) Explain the law of variable production with suitable example. **07**
- OR**
- (c) Explain principle of “Maslow’s need of hierarchy”. **07**
- Q.3** (a) Explain the role of CRR as the important controlling tool of RBI. **03**
 (b) Discuss the functions of money. **04**
 (c) What are the causes of poverty and which measures should be taken to reduce poverty? **07**
- OR**
- Q.3** (a) Which are the different measures for national income? Discuss briefly. **03**
 (b) Explain briefly: Price determination in oligopolistic market. **04**
 (c) Discuss: Product layout with its advantages and disadvantages. **07**
- Q.4** (a) Explain “Moving Average Method” as quantitative tool of forecasting. **03**
 (b) Short note: Role of financial management in economics **04**
 (c) Which measures are to be applied to control inflation? Discuss. **07**
- OR**
- Q.4** (a) What are the short term finance sources? **03**
 (b) Briefly explain Break Even Analysis. **04**
 (c) Discuss: Business ethics and its importance in corporate world. **07**
- Q.5** (a) Discuss the importance of planning as tool of function of management. **03**
 (b) Discuss the contribution of Gillberths. **04**
 (c) Explain skills and role of required by managers. **07**
- OR**
- Q.5** (a) Discuss the advantages of matrix organization. **03**
 (b) Explain: Span of Control. **04**
 (c) Explain 4P’s of marketing in details. **07**
