

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-IV(NEW) – EXAMINATION – SUMMER 2019****Subject Code:2140003****Date:13/05/2019****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) Discuss functions of Money. **03**
(b) Enlist determinants of Demand and Supply. **04**
(c) Discuss types and causes of Poverty. **07**
- Q.2** (a) What are the different concepts of Marketing? **03**
(b) Explain Monopolistic Market with its characteristics. **04**
(c) Explain Elasticity of Demand in detail. **07**
- OR**
- (c) Explain Break Even Analysis in detail. **07**
- Q.3** (a) Explain the relationship between Total, Fixed and Variable costs. **03**
(b) What should be the preparation to reduce Unemployment? **04**
(c) Explain various Functions of Management. **07**
- OR**
- Q.3** (a) Define terms with respect to income: GNP, GDP, Disposable Income **03**
(b) What should be the preparation to reduce Inflation? **04**
(c) Classify and discuss types of organization structure. **07**
- Q.4** (a) Define terms with respect to banking: CRR, SLR, Repo Rate **03**
(b) Discuss objectives of Monetary Policy. **04**
(c) Explain various Skills and Roles of Managers. **07**
- OR**
- Q.4** (a) Enlist objectives of Manpower planning. **03**
(b) Discuss 4 P's of Marketing. **04**
(c) Explain Maslow's hierarchy of needs theory in detail. **07**
- Q.5** (a) Which factors are affecting the plant layout? **03**
(b) "Ethical Behavior is doing what is morally right." Justify it. **04**
(c) Explain different types of plant layout. **07**
- OR**
- Q.5** (a) "Selection of Plant location for production is important." Justify it. **03**
(b) "Business has a responsibility to give back to the community." Justify it. **04**
(c) Classify methods of Demand Forecasting. Explain any two of them in detail. **07**
