

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-III (NEW) EXAMINATION – SUMMER 2019****Subject Code: 2130004****Date: 01/06/2019****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) Define Economics? Why is the study of Economics useful for engineers? **03**
- (b) 'Management' and 'Administration' are different aspects for any organization: Justify the statement. **04**
- (c) Discuss: Contribution of Henry Fayol. **07**
- Q.2** (a) Define the term production and explain factors affecting industrial production **03**
- (b) Write a detailed note on 'Demand and supply Equilibrium' with diagram **04**
- (c) Analyze the organization of structure of 'Medium Scale Industries' in context of 'Centralization'. **07**
- OR**
- (c) Write a detailed note on 'Break Even Analysis' with diagram. **07**
- Q.3** (a) Explain the causes of poverty **03**
- (b) Ethical behavior is very important for an entrepreneur"- Justify. **04**
- (c) What are the causes and remedies for 'Inflation'? **07**
- OR**
- Q.3** (a) Define: 1. GDP 2. GNP 3. NNP **03**
- (b) Write a detailed note on: **04**
1. Monopoly Market 2. Oligopoly Market
- (c) Discuss different types of costs associated with production. **07**
- Q.4** (a) 'Unemployment is serious economic problem for the country' – Comment. **03**
- (b) Define CSR and discuss its due importance in industrial practice. **04**
- (c) Explain Maslow's theory of Hierarchy of Needs with necessary diagram. **07**
- OR**
- Q.4** (a) Discuss any one methods of demand forecasting. **03**
- (b) Discuss the objectives of fiscal policy **04**
- (c) Explain various functions of management. **07**
- Q.5** (a) Explain 4 p's of Marketing. **03**
- (b) Discuss the 'Manpower planning'. **04**
- (c) Who is the father of Scientific Management? Discuss principles of Scientific Management. **07**
- OR**
- Q.5** (a) Differentiate: Plant Layout and Product Layout. **03**
- (b) Write in brief the goals and objectives of Finance Management. **04**
- (c) Discuss any one type of plant layout with diagram. Discuss its advantages and disadvantages. **07**
