

Code : 241804

B.Tech. 8th Semester Exam., 2017

Engineering Economics & Management

Time : 3 hours

Full Marks : 70

Instructions :

- (i) The marks are indicated in the right-hand margin.
  - (ii) There are *Nine* questions in this paper.
  - (iii) Attempt *Five* questions in all.
  - (iv) Questions No. 1 is compulsory.
1. Define/Explain/Fill up the blanks for any seven of the following: 2×7=14
- (a) Standard cost.
  - (b) In economics, B.E.P stands for .....
  - (c) ..... refer to performance linked compensation paid to improve motivation and productivity of the employees.
  - (d) The object of ..... is to find the location of markets, scope of sales and buying habits of customers that make up the potential market for a product.
  - (e) ..... is the process of measuring the quality of a product or service in terms of established standards.

- (f) An ..... is a series of equal payments occurring at equal periods of time.
- (g) The Indian Factories Act was passed in the year ..... and it came into force from .....
- (h) NSIC stands for ..... which assists small-scale industries in selling their products to the Government.
- (i) Each transaction in a business is recorded on the date and time of occurrence in a book called.....
- (j) The Balance Sheet.
2. (a) Define and explain Simple Interest and Compound Interest. How they are calculated?
- (b) A man desires to have Rs. 10,00,000=00 in his retirement savings plan after working for 25 years. He will accomplish this by depositing Rs. A each year in a savings account that earns 6% per year. How much must he save each year? 7+7
3. (a) Describe various functions of management.
- (b) What are the requisites of an effective control system? Discuss. 7+7
4. (a) What are the objectives and requirements of manpower planning?

(b) Define job evaluation. Discuss the principles of job evaluation. 7+7

5. (a) Explain the term 'Market Research'. What is the necessity of market research?
- (b) Discuss the importance of Sales Forecasting. What are factors for sales forecasting? Explain. 7+7
6. (a) What is Financial Accounting ? State its objectives and advantages.
- (d) Define and explain 'Cost Control'. How to control costs? Discuss. 7+7
7. (a) What is Break-even point ? Explain. Fixed costs in a factory is Rs. 1,00,000=00 per year, the variable costs are Rs. 20=00 per unit and the selling price is Rs. 40=00 per unit. Calculate Break-even point.
- (b) Explain essential qualities needed in a successful entrepreneur. What are the objectives of entrepreneurial development? 7+7
8. Write notes on any four of the following: 4×3.5
- (i) Present Worth
- (ii) Organisational structure
- (iii) Wage and incentive
- (iv) Advertisement and sales promotion
- (v) Accounting as an information system

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