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| **Velegapudi Ramakrishna Siddhartha Engineering College::Vijayawada**  **(Autonomous)**  B Tech Degree Examinations(Month/Year)  Sixth Semester  **Department of ME**  **ENGINEERING ECONOMICS AND MANAGEMENT** | | | | | | | |
| Time:3Hrs | | | **MODEL QUESTION PAPER** | | Max Marks:70 | | |
| Part – A is Compulsory  Answer one (01) question from each unit of Part – B  Answers to any single question or its part shall be written at one place only | | | | | | | |
| ***Cognitive Levels(K): K1-Remember;K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create*** | | | | | | | |
| **Q. No** | | **Question** | | **Marks** | | **Course Outcome** | **Cog. Level** |
| **Part - A** | | | | **10X1=10M** | | | |
| 1 | a | Define Partnership form of business? | | 1 | CO1 | | K1 |
|  | b | Define management? | | 1 | CO1 | | K1 |
|  | c | What is managerial economics? | | 1 | CO2 | | K1 |
|  | d | What is shift in demand? | | 1 | CO2 | | K1 |
|  | e | What is meant by demand schedule? | | 1 | CO2 | | K1 |
|  | f | Define personnel management? | | 1 | CO3 | | K1 |
|  | g | Difference between the concept of selling and marketing | | 1 | CO3 | | K4 |
|  | h | What is a Breakeven point? | | 1 | CO3 | | K1 |
|  | I | Define depreciation? | | 1 | CO4 | | K1 |
|  | j | List out any two methods used for Evaluating economic alternatives? | | 1 | CO4 | | K1 |
| **Part - B** | | | | **4X15 =60M** | | | |
| **UNIT - I** | | | | | | | |
| 2 | a | Explain how a joint stock company comes into existence and list out its merits and demerits | | 7 | CO1 | | K2 |
|  | b | Discuss in detail about the charecteristics of co-operative societies along with its advantages and disadvantages | | 8 | CO1 | | K6 |
| **(OR)** | | | | | | | |
| 3 | a | What is scientific management? Explain the principles stated by FW Taylor? | | 8 | CO1 | | K1 |
|  | b | Describe the Modern principles of Management? | | 7 | CO1 | | K2 |
| **UNIT - II** | | | | | | | |
| 4 | a | Explain the law of diminishing and Equi- marginal utilities? Illustrate with examples and sketches. | | 8 | CO2 | | K2 |
|  | b | List out the factors affecting quantity demanded and Discuss in brief about significance of demand analysis. | | 7 | CO2 | | K1 |
| **(OR)** | | | | | | | |
| 5 | a | Explain the significance of price elasticity? Explain elastic and inelastic demands in detail with neat sketches? | | 7 | CO2 | | K2 |
|  | b | What is supply curve and supply function? Explain the factors influencing supply. | | 8 | CO2 | | K1 |
| **UNIT - III** | | | | | | | |
| 6 | a | Distinguish between personnel management and human resource management | | 7 | CO3 | | K4 |
|  | b | Describe the duties and responsibilities performed by human resource management in an organization? | | 8 | CO3 | | K2 |
| **(OR)** | | | | | | | |
| 7 | a | Describe the functions of Marketing and list out the various distribution channels available for consumer and industrial products | | 8 | CO3 | | K2 |
|  | b | What is Market research? Explain the steps involved and list out the benefits. | | 7 | CO3 | | K1 |
| **UNIT - IV** | | | | | | | |
| 8 | a | Explain the functions of financial management | | 7 | CO4 | | K2 |
|  | b | Discuss about the factors influencing depreciation? Explain the common methods used for calculating depreciation in the organizations. Illustrate with numerical examples. | | 8 | CO4 | | K6 |
| **(OR)** | | | | | | | |
| 9 |  | Alpha industry is planning for expanding its production operation. It has defined three different technologies for meeting the goal. The initial outlay and annual revenues with respect to each of the technologies are summarized in the following table. Suggest the best technology which is to be implemented based on present worth method of comparison assuming 20% interest rate compounded annually.   |  |  |  |  | | --- | --- | --- | --- | | Alternatives | Initial Outlay (Rs) | Annual Revenue (Rs) | Life (Yrs) | | Technology 1 | 1200000 | 400000 | 15 | | Technology 2 | 2000000 | 600000 | 15 | | Technology 3 | 1800000 | 500000 | 15 | | | 15 | CO4 | | K5 |
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| **Designation** | **Name in Capitals** | **Signature with Date** |
| **Course Coordinator** |  |  |
| **Program Coordinator** |  |  |
| **Head of the Department** |  |  |

**VELAGAPUDI RAMAKRISHNA**

**SIDDHARTHA ENGINEERING COLLEGE::VIJAYAWADA**

**(AUTONOMOUS)**

Dt.11-05-2022

**GUIDELINES FOR FRAMING MODEL QUESTION PAPER**

The model papers for all subjects in a semester are gathered from the departments whenever a course is offered for the first time adopting new regulation. All the Heads of the Departments are requested to direct their faculty to strictly adhere to the following guidelines while framing the model question papers for the subjects of UG and PG courses in the new curriculum.

1. Questions must be covered unit-wise uniformly as per the syllabus without missing the competency.
2. The question paper shall reflect the ***Bloom’s Cognitive Levels of Learning***.

**Cognitive Levels (K): K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create**

* The composition of question paper shall have questions at different complexity levels as listed below:
* Questions that can be attempted by an average student (K1 & K2) 40%
* Questions of intermediate complexity (K3 & K4) 40-50%
* Questions of design and application oriented nature (K5 & K6) 10-20%

1. Question paper is to be set conforming to the OBE pattern clearly mentioning the Course Outcomes and Bloom’s Cognitive Levels against each question.
2. The questions are to be set with minimum 2 sub-questions (a) & (b) for each main question to the extent possible covering entire syllabus in the unit.
3. Specify the marks against each question / part of a question in Part B.
4. The figures, if any, may be computer aided or neatly drawn with black pen indicating clearly the values/dimensions.
5. Prepare the one mark questions in only sentence form. Answers to these questions must be unique and having short answers limited to three/four lines.

**PRINCIPAL**