

GUJARAT TECHNOLOGICAL UNIVERSITY**BE- SEMESTER-IV (NEW) EXAMINATION – WINTER 2020****Subject Code:3140709****Date:19/02/2021****Subject Name:Principles of Economics and Management****Time:02:30 PM TO 04:30 PM****Total Marks:56****Instructions:**

1. Attempt any FOUR questions out of EIGHT questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

		MARKS
Q.1	(a) Define Economics. Compare Microeconomics and Macroeconomics	03
	(b) Write a detailed note on 'Demand and supply Equilibrium' with diagram.	04
	(c) Explain the determinants of Elasticity of demand.	07
Q.2	(a) Define:	03
	1. Opportunity Cost.	
	2. Sunk Cost.	
	3. Margin of Safety.	
	(b) Explain the exception to the law of demand.	04
	(c) Explain importance on national income. And define following term GDP, GNP, NDP, NNP.	07
Q.3	(a) Define the term production and explain any two factors of production.	03
	(b) Explain characteristics and function of money.	04
	(c) Explain Law of variable proportion & law of return to scale.	07
Q.4	(a) Write about the various types of Banks. Explain in brief.	03
	(b) Define:	04
	1. Cash Reserve Ratio,	
	2. Statutory Liquidity ratio,	
	3. Repo rate	
	4. Reverse repo rate.	
	(c) Discuss principles of Scientific Management.	07
Q.5	(a) Define management. Compare management and administration	03
	(b) Discuss the objectives of fiscal policy.	04
	(c) What are the basic economic problems? Explain in details and suggest some remedies to overcome these problems.	07
Q.6	(a) Define:	03
	1. Business Ethics.	
	2. Inflation.	
	3. Net Demand and time liabilities (NDTL).	
	(b) Explain various tools of Monetary Policy.	04
	(c) Define CSR and discuss its due importance in industrial practice.	07

Q.7	(a) Define:	03
	1. Corporate Governance.	
	2. Human Resource Management.	
	3. Organization.	
	(b) How do you define culture? How does culture affect management style?	04
	(c) Henri Fayol has stated 14 administrative principles of management. Enlist them and explain any four of them.	07
Q.8	(a) Explain Role and Functions of RBI.	03
	(b) What are the types of Organizational Cultures? Explain in brief.	04
	(c) Explain Maslow's theory of Hierarchy of Needs with necessary diagram.	07

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-IV (NEW) EXAMINATION – WINTER 2021****Subject Code:3140709****Date:04/01/2022****Subject Name:Principles of Economics and Management****Time:10:30 AM TO 01:00 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

		MARKS
Q.1	(a) Define the following terms: Management, Marketing, and Money.	03
	(b) Enlist determinants of Demand and Supply.	04
	(c) Explain the break even analysis with the help of suitable Curves and Assumptions. Also derive the formula for Break Even Quantity.	07
Q.2	(a) Explain the relationship between Total, Fixed and Variable costs.	03
	(b) Explain the importance of the subject Principles of Economics and Management as part of B. E. study.	04
	(c) Explain Elasticity of Demand in detail.	07
	OR	
	(c) GDP, GNP, NNP and NDP. Explain these concepts in detail.	07
Q.3	(a) Explain about different types of money.	03
	(b) Explain Monopolistic Market with its characteristics.	04
	(c) Explain monetary policy, its objectives and tools.	07
	OR	
Q.3	(a) List out the principles of scientific management.	03
	(b) Explain the types of managers with examples.	04
	(c) Explain in detail about various functions of banking.	07
Q.4	(a) List out various economic problems.	03
	(b) Differentiate the perfect competition and monopolistic competition.	04
	(c) Explain in brief Poverty (causes, types, and measure to eradicate).	07
	OR	
Q.4	(a) Management is an art. Justify the statement.	03
	(b) Explain Needs Maslow's theory of management.	04
	(c) Explain Corporate Social Responsibility of a Multinational organization.	07
Q.5	(a) Define the following terms: bank rate, repo rate, & reverse repo rate	03
	(b) What are the causes and remedies of unemployment?	04
	(c) List the type of Organization. Explain any one type in detail.	07
	OR	
Q.5	(a) Discuss the stock and flow concept of national income?	03
	(b) Ethical Behavior is doing what is morally right. Justify it.	04
	(c) Discuss the internal and external sources of recruitment in detail.	07

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER- IV EXAMINATION – SUMMER 2020****Subject Code: 3140709****Date: 02/11/2020****Subject Name: Principles of Economics and Management****Time: 10:30 AM TO 01:00 PM****Total Marks: 70****Instructions:**

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

		MARKS
Q.1	(a) Define Economics? Why is the study of Economics useful for engineers?	03
	(b) Differentiate between macro and micro economics in brief.	04
	(c) Write a note on 'Equilibrium between supply and demand' with neat diagram	07
Q.2	(a) What do you mean by Demand and Supply? Explain the Law of Demand	03
	(b) Discuss functions of Money	04
	(c) Write the full forms of GDP, GNP, NNP and NDP. Explain these concepts and elaborate how they are calculated	07
	OR	
	(c) Write a detailed note on: 1. Monopoly Market 2. Oligopoly Market	07
Q.3	(a) Explain the types of managers with examples	03
	(b) What are the causes and remedies of unemployment?	04
	(c) What is monopoly? Differentiate between perfect competition and monopolistic competition	07
	OR	
Q.3	(a) Explain the type of cost briefly.	03
	(b) What is the meaning of Inflation? State the measures to be taken to control it	04
	(c) Explain "Fiscal Policy", write its objectives.	07
Q.4	(a) What do you mean by break even point. What it indicate	03
	(b) What is difference between absolute and relative poverty?	04
	(c) Define Financial Management. Discuss Function Of Financial Management.	07
	OR	
Q.4	(a) What are the Primary and Secondary function of banks	03
	(b) What are Quantitative tools and Qualitative tools of Monetary Policy	04
	(c) Explain 'Span of Control'. State merits and demerits of a limited span of control. Discuss the factors affecting the span of control.	07
Q.5	(a) What do you mean contribution. How it differ from contribution ratio	03
	(b) Define "Organization." Explain types of organization.	04

(c) Define following terms with respect to banking **07**

1. Repo Rate 2. Reverse Repo Rate
3. Marginal Standing Facility 4. Cash Reserve Ratio
5. Statutory Liquidity Ratio 6. Market Stabilization Scheme

OR

- Q.5**
- | | | |
|-----|---|-----------|
| (a) | ‘Good planning is half work done.’ Explain | 03 |
| (b) | What is the difference between administration and management? | 04 |
| (c) | Explain CARROLL’S SOCIAL RESPONSIBILITY PYRAMID | 07 |

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-IV (NEW) EXAMINATION – SUMMER 2021****Subject Code:3140709****Date:08/09/2021****Subject Name:Principles of 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.
4. Simple and non-programmable scientific calculators are allowed.

		Marks
Q.1	(a) Define Terms: 1. Economics 2. Personal Income 3. Interest Rate	03
	(b) Differentiate Microeconomics & Macroeconomics with their significance in assessing Economies.	04
	(c) How the prices of goods are determined by market? Discuss significance of demand and supply of goods in price determination.	07
Q.2	(a) List the factors that influence elasticity.	03
	(b) An Automobile company wants to setup a new vehicle manufacturing plant in a particular region. List and Explain the various parameters which can influence unit cost of a car.	04
	(c) What is Break-Even Analysis? Mr. ABC is the managerial accountant in charge of soft-drink Company XYZ. According to him, fixed costs of company XYZ consist of property taxes, a lease, and salaries of staff, which add up to Rs. 1,00,000. The variable cost associated with producing one soft-drink bottle is Rs. 2 per unit which is sold at a premium price of Rs. 12 per unit. Determine the Break-Even Quantity. What would be Break Even Quantity if production cost becomes Rs. 4 per bottle?	07
	OR	
	(c) List and Explain various type costs in production with suitable example.	07
Q.3	(a) List and Explain Characteristics of “Perfect Competition” type markets.	03
	(b) Compare and Contrast Monopoly and Perfect Competition markets.	04
	(c) How the size of economy of a nation/region can be measured? Which are the various factors which can be helpful to attract foreign investments?	07
	OR	
Q.3	(a) “Inflation is an unaccounted Tax on citizens”, is it True? Justify your answer with suitable arguments.	03
	(b) “World is a global village”, is it true? Justify in terms of economic activities.	04
	(c) Unemployment, Poverty, Poor Education, and Poor Public Health Infrastructure, How these social problems are interlinked? Discuss with reasonable arguments.	07
Q.4	(a) What is role of Central Bank in economy of a nation?	03
	(b) What is money? List and Explain various characteristics of money.	04
	(c) Compare and Contrast Monetary Policy and Fiscal Policy.	07
	OR	
Q.4	(a) Differentiate Management and Administration.	03
	(b) Discuss 4 P’s of Marketing.	04
	(c) “Management is combination of a Science and Art.” Justify the statement.	07

Q.5	(a)	What is the importance of Human Resource Management?	03
	(b)	Compare role of Leader, Administrator, and Manager in organization.	04
	(c)	List and Explain Various Functions of Management.	07
OR			
Q.5	(a)	How CSR can provide benefits to society?	03
	(b)	How Ethical Processes are useful in establishing Brand?	04
	(c)	Discuss the external and internal sources of recruitment in detail.	07
