

**S. V. National Institute of Technology, Surat**  
**B. Tech. III (Mechanical) Sem. VI – End Semester Examination**  
**May - 2022**

**HU308: Professional Ethics, Economics and Business Management**

Time : 3 Hours ]

[Total Marks : 50

**Instructions: -**

- Figures to the **right** indicates marks
- Write your answer point wise and to the point

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|--------------|--|---------------|-----------|
| <b>Qus 1</b> | <b>Answer any Two:</b>   | <b>(2X10)</b> | <b>20</b> |
|              | <ul style="list-style-type: none"><li>• A What do you mean by S-T-P in Marketing? Enlist the criteria for segmenting Consumer Market and discuss Targeting.</li><li>B Discuss the operative functions of a Personnel manager in detail.</li><li>C Discuss different types of plant layouts in detail with diagrams.</li><li>• D The Circular flow of money in the economy builds our financial system. There are different types of people, markets and institutions in our financial system. Explain in detail.</li></ul> |               |           |
| <b>Qus 2</b> | Write short notes: (1) Law of Demand with exceptions (2) Monopoly and Oligopoly Market Structures  |               | <b>10</b> |
| <b>Qus 3</b> | <b>Answer any Three:</b>   | <b>(3X05)</b> | <b>15</b> |
|              | <ul style="list-style-type: none"><li>• A Write short notes on Maslow's Hierarchy of Need</li><li>• B Write short notes on Sole proprietorship.</li><li>C Explain the Planning process with the help of diagram.</li><li>D Discuss Managerial Grid theory of Leadership in detail.</li><li>E Discuss any five principles of Management given by Henry Fayol.</li></ul>   |               |           |
| <b>Qus 4</b> | Write short notes (Any one):(1) IPR (2) SCM  |               | <b>05</b> |

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