

Roll No.

CE-604

B. E. (Sixth Semester) EXAMINATION, June, 2009

(Civil Engg. Branch)

ENGINEERING ECONOMICS AND MANAGEMENT

(CE – 604)

Time : Three Hours

Maximum Marks : 100

Minimum Pass Marks : 35

Note : Attempt all the *five* questions. All questions carry equal marks.

1. Clearly explain the concept and significance of management. Distinguish between management, administration and organisation.

Or

Discuss briefly the main elements of scientific management.

2. What factors should be taken into account in deciding the location of cement industry ?

Or

Narrate in brief the steps in organising. What factors should be taken into account in deciding the location of iron and steel industry ?

3. (a) Explain various media of advertisement.
(b) What is a leadership ? State few traits of great leaders.

P. T. O.

Or

Discuss in brief the significance of recruitment and selection. Discuss the significance of proper selection of personnel. What steps are involved in the selection procedure ? Explain.

Write a note on the various uses of computers in management and MIS.

Or

Explain the modern concept of marketing. What do you mean by the marketing mix of a firm ? Differentiate between sales promotion and advertising.

5. (i) What do you mean by Accounting and Book-keeping ? Explain.
- (ii) Explain, profit and loss account, auditing of bills and vouchers, cash book.

Or

Write notes on the following :

- (i) MBO and MBE
- (ii) Unity of Command and Direction
- (iii) McGregor's theory
- (iv) Export promotion
- (v) Scalar chain