

Velegapudi Ramakrishna Siddhartha Engineering College::Vijayawada

(Autonomous)

B Tech Degree Examinations(Month/Year)

Sixth Semester

Department of ME

ENGINEERING ECONOMICS AND MANAGEMENT**VR2**

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		<p>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.</p> <table><tr><td>Alternatives</td><td>Initial Outlay (Rs)</td><td>Annual Revenue (Rs)</td><td>Life (Yrs)</td></tr><tr><td>Technology 1</td><td>1200000</td><td>400000</td><td>15</td></tr><tr><td>Technology 2</td><td>2000000</td><td>600000</td><td>15</td></tr><tr><td>Technology 3</td><td>1800000</td><td>500000</td><td>15</td></tr></table>	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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