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VELAGAPUDI RAMAKRISHNA
SIDDHARTHA ENGINEERING COLLEGE
(AUTONOMOUS)

III/IV B.Tech. DEGREE EXAMINATION, DECEMBER, 2022

Fifth Semester

20HS5103 ENGINEERING ECONOMICS AND MANAGEMENT
(CS/EC/EI/IT)

Time: 3 hours

Max. Marks: 70

Part-A is compulsory

Answer One Question from each Unit of Part - B

Answer to any single question or its part shall be written at one place only

PART-A

10 x 1 = 10M

1. a. Mention any six principles of management. (CO1 K2)
- b. Write any four differences between private company and public company. (CO1 K2)
- c. Define supply analysis. (CO2 K1)
- d. What is Law of Equi-Marginal Utility? (CO2 K1)
- e. Distinguish between Marketing and Selling. (CO3 K2)
- f. Define BEP. (CO3 K1)
- g. What is present value? (CO4 K1)
- h. List out the functions Financial Management. (CO4 K2)
- i. Define future worth method. (CO4 K1)
- j. What is Market Research? (CO3 K1)

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PART-B

4 x 15 = 60M

UNIT-I

2. a. Explain the Sole trader form of organization. (CO1 K2) 7M
b. Describe advantages and disadvantages of Joint stock company. (CO1 K2) 8M
(or)
3. a. "Scientific management did much more than what was planned." Do You agree? Explain. (CO1 K3) 7M
b. Explain the levels of management. (CO1 K2) 8M

UNIT-II

4. a. Define demand. Describe the factors influencing demand. (CO2 K1) 7M
b. Differentiate extension in demand and contraction in demand. Illustrate. (CO2 K2) 8M
(or)
5. a. What are the different types of elasticity? Explain them briefly. (CO2 K2) 8M
b. Explain Law of Diminishing Marginal utility with an example. (CO2 K2) 7M

UNIT-III

6. a. Differentiate Personnel management from Human resource management. (CO3 K2) 7M
- b. Describe the functions of Human Resource Management. (CO3 K2) 8M

(or)

7. a. Identify and discuss the functions of marketing. (CO3 K2) 7M
- b. Discuss the various stages in product life cycle. (CO3 K2) 8M

UNIT-IV

8. a. What are the causes of depreciation? Explain them briefly. (CO4 K2) 7M
- b. Describe time value of money with cash flow diagrams. (CO4 K2) 8M

(or)

9. a. Explain different methods of economic alternatives under present worth method. (CO4 K2) 7M
- b. On January 1, 2010, a firm purchases machinery worth of Rs. 6,00,000. On July 1, 2010 it buys additional machinery worth Rs. 1,00,000 and spends Rs. 10,000 on its erection. The accountants are closed each year on December 31, Assuming the annual depreciation to be 10 %, Show the machinery account for 5 years under straight line method. (CO4 K3) 8M

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