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| **Velegapudi Ramakrishna Siddhartha Engineering College::Vijayawada**  **(Autonomous)**  B Tech Degree Examinations(Month/Year)  Sixth Semester  **Department of ME**  **ENGINEERING ECONOMICS AND MANAGEMENT** | | | | | | | |
| 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 |  | 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.   |  |  |  |  | | --- | --- | --- | --- | | 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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