

**Faculty of Engineering & Technology  
Sixth Semester B.E. (Electrical Engg.) (C.B.S.)  
Examination**

**ENGINEERING ECONOMICS AND INDUSTRIAL  
MANAGEMENT**

**Time—Three Hours]**

**[Maximum Marks—80**

**INSTRUCTIONS TO CANDIDATES**

- (1) All questions carry marks as indicated.
- (2) Solve Question No. 1 OR Question No.2
- (3) Solve Question No. 3 OR Question No.4
- (4) Solve Question No. 5 OR Question No.6
- (5) Solve Question No. 7 OR Question No.8
- (6) Solve Question No. 9 OR Question No.10
- (7) Solve Question No. 11 OR Question No.12
- (8) Due credit will be given to neatness and adequate dimensions.
- (9) Assume suitable data whenever necessary.
- (10) Illustrate your answers whenever necessary with the help of neat sketches.

1. (a) What is Demand ? Describe the various factors on which Demand depends. 7  
 (b) What is Elasticity of Demand ? Explain Elastic Demand and Inelastic Demand. 6

OR

2. (a) Describe Price, Income and Cross Elasticity of Demand. 7  
 (b) Describe Land, Labour and Capital as factors of production. 6  
 3. (a) What is oligopoly market structure ? Describe the features of oligopoly. 7  
 (b) What is Monopoly market structure ? Illustrate different types of monopoly. 7

OR

4. (a) What is inflation ? What are monetary measures to control inflation ? 7  
 (b) Explain the important functions of Central Bank. 7  
 5. (a) Explain Fixed Cost, Variable cost and Total cost with the features of each type of cost. 7  
 (b) Describe increasing law and diminishing law of returns. 6

OR

6. (a) Explain direct and indirect taxes. 7  
 (b) State the impact of globalization on Indian economy. 6  
 7. (a) Describe the scientific principles of management. 7

- (b) Planning is essential tool of management. Describe the features of a good plan. 6

OR

8. (a) Illustrate the various steps involved in the scientific process of decision making. 7  
 (b) What is the significance of communication ? State various types of communication. 6  
 9. (a) Illustrate the significance of the concept of marketing mix. 7  
 (b) What are various channels of distribution of products ? 7

OR

10. (a) Describe the importance of advertising and state the various medias of advertising. 7  
 (b) Illustrate different types of pricing strategies. 7

11. (a) Explain various objectives and functions of finance management. 7
- ✓ (b) Describe various types of functional budgets prepared ✓ in a business organization. 6

**OR**

12. (a) State the various types of Ratio analysis. 7
- (b) Give brief outline of Balance Sheet. 6