

B.E. (Electrical Engineering (Electronics & Power)) Sixth Semester (C.B.S.)

Engineering Economics & Industrial Management

P. Pages : 2

Time : Three Hours



NRT/KS/19/3474

Max. Marks : 80

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- Notes :
1. All questions carry marks as indicated.
 2. Solve Question 1 OR Questions No. 2.
 3. Solve Question 3 OR Questions No. 4.
 4. Solve Question 5 OR Questions No. 6.
 5. Solve Question 7 OR Questions No. 8.
 6. Solve Question 9 OR Questions No. 10.
 7. Solve Question 11 OR Questions 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? Explain the factors and types of demand. 7
- b) What are the steps involved in the process of capital formation? 6

OR

2. a) State the concept of law of diminishing marginal utility analysis. 7
- b) Explain the following.
- 1) Land and labour. 3
 - 2) Perfectly elastic and Relatively inelastic. 3
3. a) State the features of monopolistic competition. 7
- b) Explain the term.
- 1) Fixed cost and variable cost. 3
 - 2) Marginal cost & Average cost. 3

OR

4. a) What is depreciation? State any two methods for its determination. 7
- b) State the characteristics of oligopolistic competition. 6
5. a) What are taxes? Explain the merits and demerits of Indirect taxes. 7
- b) State the measures to curb the problem of inflation. 7

OR

6. a) What are the characteristics and phases of business cycle? 7
b) State the function of central bank. 7
7. a) Highlight the principles of management. 7
b) Why there is a need of coordination in Industry? Explain its types. 6

OR

8. a) Explain the following. 7
1) Organising and directing
2) Communication and forecasting.
- b) Explain the objectives and advantages of planning. 6
9. a) State various pricing strategies in marketing. 7
b) Explain the following.
- 1) Sales promotion. 3
2) Marketing mix 3

OR

10. a) Highlight the distribution channels used in marketing. 7
b) State how planning and preparing of advertisement is done? 6
11. a) State the details and outline of Balance sheet. 7
b) Why there is a need of budget? Explain its objectives. 7

OR

12. a) What is Ratio analysis? Explain the types of ratio analysis. 7
b) Explain the following. 7
1) Financial analysis
2) Optimum capital structure.
