

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER– III (New) EXAMINATION – WINTER 2019****Subject Code: 2130004****Date: 26/11/2019****Subject Name: Engineering Economics and Management****Time: 02:30 PM TO 05:00 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

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|------------|-----|--|-----------|
| Q.1 | (a) | Differentiate between Microeconomics and Macroeconomics. | 03 |
| | (b) | Briefly discuss the determinants of supply for any commodity. | 04 |
| | (c) | Explain: Law of Demand and supply | 07 |
| Q.2 | (a) | Define: | 03 |
| | | 1. Sunk Cost | |
| | | 2. Opportunity Cost | |
| | | 3. Implicit Cost | |
| | (b) | Differentiate between Monopoly and Perfect competition. | 04 |
| | (c) | Explain the law of variable production with suitable example. | 07 |
| | | OR | |
| | (c) | Explain principle of “Maslow’s need of hierarchy”. | 07 |
| Q.3 | (a) | Explain the role of CRR as the important controlling tool of RBI. | 03 |
| | (b) | Discuss the functions of money. | 04 |
| | (c) | What are the causes of poverty and which measures should be taken to reduce poverty? | 07 |
| | | OR | |
| Q.3 | (a) | Which are the different measures for national income? Discuss briefly. | 03 |
| | (b) | Explain briefly: Price determination in oligopolistic market. | 04 |
| | (c) | Discuss: Product layout with its advantages and disadvantages. | 07 |
| Q.4 | (a) | Explain “Moving Average Method” as quantitative tool of forecasting. | 03 |
| | (b) | Short note: Role of financial management in economics | 04 |
| | (c) | Which measures are to be applied to control inflation? Discuss. | 07 |
| | | OR | |
| Q.4 | (a) | What are the short term finance sources? | 03 |
| | (b) | Briefly explain Break Even Analysis. | 04 |
| | (c) | Discuss: Business ethics and its importance in corporate world. | 07 |
| Q.5 | (a) | Discuss the importance of planning as tool of function of management. | 03 |
| | (b) | Discuss the contribution of Gillberths. | 04 |
| | (c) | Explain skills and role of required by managers. | 07 |
| | | OR | |
| Q.5 | (a) | Discuss the advantages of matrix organization. | 03 |
| | (b) | Explain: Span of Control. | 04 |
| | (c) | Explain 4P’s of marketing in details. | 07 |
