

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-III (NEW) EXAMINATION – WINTER 2021****Subject Code:2130004****Date:17-02-2022****Subject Name:Engineering Economics and Management****Time:10:30 AM TO 01:00 PM****Total Marks:70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

		MARKS
Q.1	(a) What is economics? Give difference between Micro and Macro economics.	03
	(b) Explain the theory of demand and supply.	04
	(c) What are the functions of management? Explain them	07
Q.2	(a) What is organizational structure?	03
	(b) What are the scopes of financial management?	04
	(c) Explain the selection process of HRM	07
	OR	
	(c) Describe the importance of CSR.	07
Q.3	(a) What is theory of consumer behavior?	03
	(b) Write about the factors of production.	04
	(c) Explain breakeven analysis with example.	07
	OR	
Q.3	(a) What are the types of market?	03
	(b) What are the different components of National Income?	04
	(c) Explain inflation as an issue of any economy.	07
Q.4	(a) What are the type of money?	03
	(b) Give principles of scientific management.	04
	(c) Explain the main objectives of fiscal policy in India.	07
	OR	
Q.4	(a) What is span of control?	03
	(b) What are the goals of financial management?	04
	(c) Explain the process of selection of plant location and factors affecting the site selection.	07
Q.5	(a) What is HRM?	03
	(b) Explain the importance of business ethics.	04
	(c) Explain the Management skills of a manager.	07
	OR	
Q.5	(a) What is banking?	03
	(b) Explain different concepts of marketing management.	04
	(c) Evaluate the problems of Poverty and Unemployment.	07
