

B. Tech. Sem - III (Computer Engg.) 2014 COURSE) (CBCS) :
WINTER - 2018
SUBJECT: ENGINEERING ECONOMICS AND MANAGEMENT

Day: Monday
Date: 03/12/2018

Time: 10.00 AM TO 01.00 PM
Max. Marks: 60

W-2018-2295

N.B:

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Assume suitable data if necessary.
- 4) Draw neat diagram wherever necessary.

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- Q.1 a) Differentiate between Microeconomics and Macroeconomics. (05)
b) Explain Law of demand in detail. (05)
- OR**
- Q.1 a) Explain Law of supply in detail. (05)
b) Write short note on elasticity of demand. (05)
- Q.2 a) Explain Law of variable proportion. (05)
b) Write short note on total cost and marginal cost. (05)
- OR**
- Q.2 a) What is Break even analysis? Explain in detail. (05)
b) Write short note on inventory control. (05)
- Q.3 Enlist and explain various types of markets with their characteristics. (10)
- OR**
- Q.3 What is National income (NI)? Explain NI at current price and NI at constant price with example. (10)
- Q.4 Enlist and explain various types of banks. Explain various functions of central bank. (10)
- OR**
- Q.4 Explain in detail concept of Cash Reserve Ratio (CRR), Repo rate, Reverse repo rate, Statutory Liquidity Ratio (SLR). (10)
- Q.5 a) Enlist and explain roles of managers. (05)
b) Explain various functions of management. (05)
- OR**
- Q.5 a) Explain line and staff organizational structure. (05)
b) Explain various management principles. (05)
- Q.6 a) What is Marketing management? Explain concept of Marketing Mix. (05)
b) Write short note on profit and loss statements. (05)
- OR**
- Q.6 a) What is production management? Write short note on Plant Layout. (05)
b) What is Human Resource Management? Explain sources of recruitment. (05)