

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BE - SEMESTER-III • EXAMINATION – WINTER • 2014**

**Subject Code: 2130004****Date: 23-12-2014****Subject Name: Engineering Economics and Management****Time: 02.30 pm - 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.

- Q.1** (a) Define microeconomics and macroeconomics. **07**  
Differentiate between microeconomics and macroeconomics.
- (b) Explain the elasticity of demand's determinants. **07**
- Q.2** (a) Explain the types of cost briefly. **07**
- (b) What are the assumption and limitations of break-even analysis? **07**
- OR**
- (b) What is monopoly? **07**  
Differentiate between perfect competition and monopolistic competition
- Q.3** (a) Explain the general responsibilities of a CEO. **07**
- (b) Differentiate between management and administration. **07**
- OR**
- Q.3** (a) Explain the important principles of organization. **07**
- (b) Explain the factor affecting centralization. **07**
- Q.4** (a) Explain 4P's of marketing. **07**
- (b) Explain any two methods of forecasting. **07**
- OR**
- Q.4** (a) Explain characteristics and function of money. **07**
- (b) Explain the central banking principles. **07**
- Q.5** (a) What is financial management? **07**  
Explain the scope of financial management.
- (b) Explain the importance of corporate social responsibilities. **07**
- OR**
- Q.5** (a) Explain the objective of production management. **07**
- (b) Explain the factors affecting the plant layout. **07**

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