



[4459] – 165

Seat No.	
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**T.E. (Electrical Engineering) (Semester – I) Examination, 2013
ENGINEERING ECONOMICS & MANAGEMENT
(2008 Pattern)**

Time : 3 Hours

Max. Marks : 100

- Instructions :** 1) Answer **any one** question from **each** Unit.
2) Answer to the **two** Sections should be written in **separate** books.
3) Figures to the **right** indicate **full** marks.

SECTION – I

Unit – I

1. Explain the following types of business organization. 16
a) BOT
b) BOLT
c) Private Public Partnership
d) Partnership firm.

OR

2. a) Explain the various methods of demand forecasting. 8
b) State and explain Law of Variable Proportion. 8

Unit – II

3. a) Define management. Elaborate the contribution of Elton Mayo in the field of management. 8
b) Differentiate between Management and Administration. 8

OR

4. a) Explain the concept of Kanban and Lean manufacturing. 8
b) What are the prerequisite of good plant layout ? Explain different types of plant layout and its importance. 8

Unit – III

5. a) What is marketing management ? Explain '4' Ps of marketing management. 9
b) Differentiate between traditional marketing and online marketing. 9

OR

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6. a) Define financial management. State objectives and scope of financial management. 9
 b) Explain the concept of budget and budgetary control. What are the essentials of good budget ? 9

SECTION – II

Unit – IV

7. a) Define motivation. Explain 'X and Y' theory of motivation. 8
 b) Write a short note on : 8
 1) Group dynamics
 2) Team work.

OR

8. a) Define leadership. Differentiate between Leader and Manager. 8
 b) Define Entrepreneurship. How to promote entrepreneurship culture by State Govt. ? 8

Unit – V

9. a) Explain the concept, objectives and limitations of labour welfare. 8
 b) Explain how training helps in improving productivity in an organization ? 8

OR

10. Write short notes : 16
 1) Personality
 2) Attitude
 3) Principles of learning
 4) Stress Management.

Unit – VI

11. a) What is Disaster Management ? Explain various types of disasters. 9
 b) Explain the use of GIS in disaster management. 9

OR

12. Prepare a detail Disaster Management plan for 'flood'. 18