

Total No. of Questions : 12]

SEAT No. :

P2318

[4758] - 53

[Total No. of Pages :3

T.E. (Electrical Engineering)
ENGINEERING ECONOMICS & MANAGEMENT
(2008 Course) (Theory) (311121) (Semester - I)

Time : 3 Hours]

[Max. Marks : 100

Instructions to the candidates:

- 1) *Answer any three questions from each section.*
- 2) *Answers to the two sections should be written in separate books.*
- 3) *Figures to the right indicate full marks.*

SECTION - I

Q1) Define organization. Explain various types of Business ownerships with suitable examples. **[16]**

OR

Q2) a) Explain the Role of Government in Macro-economics. **[8]**

b) Explain the concept of Supply, Demand & Elasticity of Demand. **[8]**

Q3) Define management. Explain various functions of management. Differentiate management from Administration. **[16]**

OR

Q4) a) Explain various types of plant Layout. **[8]**

b) Explain the concept of six sigma & TQM. **[8]**

Q5) a) Define marketing management. Explain the functions of marketing in detail. **[10]**

b) Differentiate between conventional marketing & online marketing. **[8]**

OR

P.T.O.

- Q6)** a) Define financial management. Explain functions of financial management. [10]
- b) Explain various types of costs with examples. [8]

SECTION - II

- Q7)** a) Define motivation. Explain Maslow's need hierarchy theory of motivation. [8]
- b) Differentiate between 'X' theory & 'Y' theory of motivation. [8]

OR

Q8) Write short notes.

- a) Group Dynamics. [4]
- b) Job satisfaction. [4]
- c) Team work. [4]
- d) Leadership styles. [4]

- Q9)** a) Define Human resources management. Explain various function of Human resources management. [8]
- b) Differentiate between Recruitment & selection. [8]

OR

Q10) Write short notes.

- a) Time management. [4]
- b) Personality development. [4]

c) Stress management. [4]

d) Ethics in business. [4]

Q11)a) State & Explain the concept of Disaster management in detail. [10]

b) Explain the concept of T.P.M. [8]

OR

Q12)Prepare a detailed Disaster management plan for “Terrorist Attack”. [18]

