

Nov-Dec
2011



[4063] – 251

**T.E. (Electrical Engineering) (Semester – I) Examination, 2011
ENGINEERING ECONOMICS AND MANAGEMENT (New)
(2008 Pattern) (New)**

Time : 3 Hours

Max. Marks : 100

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

SECTION – I

Unit – I

1. Define organization. State various types of business ownerships. Give suitable examples of each type of business ownership.

16

OR

2. Write short notes :

- | | |
|--|---|
| a) Elasticity of Demand | 4 |
| b) Elasticity of Supply | 4 |
| c) Role of Government in Macro Economics | 4 |
| d) Break-Even Point (BEP) | 4 |

Unit – II

- | | |
|--|---|
| 3. a) Explain various functions of Management. | 8 |
| b) State the contribution of Henry Fayol in the field of Management. | 8 |

OR

- | | |
|---|---|
| 4. a) Explain various type of plant layout. | 8 |
| b) Explain ABC analysis in detail. | 8 |

P.T.O.

**Unit – III**

5. a) Define Marketing. Explain various functions of Marketing. 9
- b) Elaborate the components of 'Promotion Mix in Marketing'. 9

OR

6. Write short notes :

- a) Financial Management 6
- b) Methods of costing 6
- c) Merger and Acquisition. 6

SECTION – II**Unit – IV**

7. a) Explain Maslow theory of need hierarchy. 8
- b) State monetary and non-monetary motivational factors. 8

OR

8. Write short notes :

- a) Team work 4
- b) Leadership styles 4
- c) Entrepreneurship 4
- d) Group Theories. 4



Unit – V

9. Define Human resource management ? Explain functions, scope and importance of human resource management. 16

OR

10. Write short notes :

- a) Stress management 4
- b) Professional and business ethics 4
- c) Personality development 4
- d) Process of learning. 4

Unit – VI

11. a) Define and explain the concept of Disaster management in detail. 9
- b) Explain role of disaster management machinery in India. 9

OR

12. Prepare a disaster management plan for Earthquake. 18