



May - June - 2011

[3963] – 261

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

Time : 3 Hours

Max. Marks : 100

Instructions : 1) Answers to the **two** Sections should be written in **separate** books.

2) Black figures to the **right** indicate **full** marks.

3) Answer **3** questions from Section – **I** and **3** questions from Section – **II**.

4) Answer **any one** question from **each** Unit.

SECTION – I

Unit – I

1. a) Distinguish between proprietary firm and partnership firm. **8**

b) Explain BOT and BOLT types of ownerships **8**

OR

2. a) Explain the concept of Elasticity of demand and Elasticity of supply with suitable examples. **8**

b) Explain law of variable proportion in detail. **8**

Unit – II

3. a) Define Management. Explain contributions of F.W. Taylor in the field of Management. **8**

b) Define and explain the concept of “organisation” in detail. **8**

OR

4. a) Explain the concept of Just-In-Time. **8**

b) Explain ABC Analysis in detail. **8**

P.T.O.

**Unit – III**

5. a) What is online marketing ? Explain its importance in today's competitive era with suitable examples. 9
- b) What is Marketing Research ? Explain process of Marketing Research. 9

OR

6. a) Define and explain Financial management in detail. 9
- b) Write a brief note on Mergers and Acquisitions with suitable examples. 9

SECTION – II**Unit – IV**

7. a) Explain various theories of group formation. 8
- b) Define Conflict. Explain various measures to resolve conflict. 8

OR

8. a) Explain various qualities of a Good leader. 8
- b) Differentiate between Herzberg theory of motivation and 'X' and 'Y' theory of motivation. 8



Unit – V

9. a) What is Performance Management ? How it can be used for Human Resources Development ? 8

b) Differentiate between on the Job and off the Job Training. 8

OR

10. a) Briefly explain the concept of Labour Welfare. 8

b) Explain the importance of stress management. 8

Unit – VI

11. Define Disaster Management ? Explain various phases of Disaster Management in detail. 18

OR

12. Prepare a Disaster Management Plan for Earthquake and Tsunami. 18