

Total No. of Questions : 12]

P769

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SEAT No. :

[Total No. of Pages : 3

[4263] - 251

T.E. (Electrical Engineering)

ENGINEERING ECONOMICS & MANAGEMENT

(2008 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks :100

Instructions to the candidates:

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

SECTION - I

Unit - I

- Q1) a)** What do you mean by organisation? Distinguish between public company & private company. [8]
- b)** Explain the following types of business organisation [8]
- i) Private public partnership.
 - ii) Co-operative society's.

OR

- Q2) a)** Define Economics. Discuss its nature & scope. [8]
- b)** What is the role of Govt. in Macro. Economics. [8]

Unit - II

- Q3) a)** What are the various functions of management? [8]
- b)** Elaborate the contribution put forth by 'Henry fayol' towards evolution of management thoughts. [8]

OR

P.T.O.

Q4) Explain the following terms :

[16]

- a) ISO-standards.
- b) Lean Manufacturing.
- c) EOQ.
- d) Inventory Management.

Unit - III

Q5) a) What is 'Marketing Management'? Explain the various functions of marketing management? [9]

b) Write a short note on : [9]

- i) Marketing Planning.
- ii) Marketing Research.

OR

Q6) a) Explain the various methods of costing. [9]

b) What do you mean by Merger & Acquisition? What are the advantages of Merger & Acquisition. [9]

SECTION - II

Unit - IV

Q7) a) Define Motivation. Explain 'Maslow theory' of motivation in detail. [8]

b) Explain 'X & Y' theory of motivation. [8]

OR

Q8) a) What is the role played by Govt. to promote 'Entrepreneurship' culture in India. [8]

b) Explain different styles of leadership. [8]

Unit - V

Q9) a) What is Industrial Relation? Discuss scope & objectives of Industrial Relation. [8]

b) Explain the concept of labour welfare. [8]

OR

- Q10)a) What is the meaning of the term 'Personality'? How can personality be developed. [8]
- b) Explain the following terms : [8]
- i) Professional Ethics.
 - ii) Process of learning.

Unit - VI

- Q11)a) What do you mean by Disaster Management? Explain its scope & Importance. [9]
- b) State & Explain various types of disasters. [9]

OR

- Q12) Prepare a detail Disaster Management plan for 'Tsunami'. [18]

