



311121

Seat No.	
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**T.E. (Electrical) (Semester – I) Examination, 2014  
ENGINEERING ECONOMICS AND MANAGEMENT  
(2008 Course)**

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** answer books.
  - 3) Black figures to the **right** indicate **full** marks.

**SECTION – I**

**Unit – 1**

1. State and explain various types of business ownership. **16**
- 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 – 2**

3. a) Define Management. Explain contributions of F.W. Taylor in the field of management. **8**
- b) Define and explain concept of 'Organisation' in detail. **8**
- OR
4. a) Define inventory. Explain various types of inventory. **8**
- b) Explain in brief the concept of 'Just-In-Time'. **8**

**Unit – 3**

5. Define and explain the concept of marketing with special focus on marketing mix and online marketing. **18**
- OR
6. a) Define financial management. Explain various types of cost. **10**
- b) Explain the terms Depreciation and Budget. **8**

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## SECTION – II

**Unit – 4**

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

OR

8. a) Define the term 'Entrepreneurship'. Explain the role played by entrepreneurs in Indian economy. **8**  
b) Define Leadership. Explain the qualities of a good leader. **8**

**Unit – 5**

9. a) What is performance measurement ? How it can be used for Human Resource Management ? **8**  
b) Differentiae between Off the job and On the job training. **8**

OR

10. a) Explain the concept of Labour Welfare. **8**  
b) Explain the concept of Business Ethics. **8**

**Unit – 6**

11. Prepare a disaster management plan for 'Tsunami' in detail. **18**

OR

12. a) Explain the phases of Disaster Management. **10**  
b) Explain the use of GPS and GIS for Disaster Management. **8**