

Total No. of Questions : 12]

SEAT No. :

P1079

[Total No. of Pages : 2

[4163] - 251

May - June 2012

T.E. (Electrical Engg.)

ENGINEERING ECONOMICS AND MANAGEMENT

(2008 Pattern) (Theory) (Sem. - I)

Time : 3 Hours]

[Max. Marks : 100

Instructions to the candidates:-

- 1) Answer to the two sections should be written in separate answer books.
- 2) Figures to the right indicate full marks.

SECTION - I

Unit - I

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

OR

- Q2) a) Explain the concept of Elasticity of demand and Elasticity of supply with suitable examples. [8]
- b) What is Demand forecasting? Explain various methods of demand forecasting. [8]

Unit - II

Q3) Define Management. Explain Meaning, Scope, Importance & functions of Management in detail. [16]

OR

- Q4) a) Explain the concept of six sigma with example. [8]
- b) Explain the concept of JIT in detail. [8]

Unit - III

- Q5) a) Define Marketing. Explain '4p' of Marketing. [9]
- b) Explain meaning, Scope & importance of Online Marketing. [9]

OR

- Q6) a) Define Cost. Explain various types of cost with suitable example. [9]
- b) Explain the concept of Break Even Analysis with suitable example. [9]

P.T.O.

SECTION - II

Unit - IV

- Q7) a) Define motivation. Explain Maslow theory of Need Hierarchy. [8]
b) Compare and contrast 'X & Y theory' and 'Herzberg theory' of motivation. [8]

OR

- Q8) a) Define Leadership. Explain qualities of a good leader. [8]
b) Explain the concept of Entrepreneurship. State various qualities of Entrepreneur. [8]

Unit - V

- Q9) a) Define Training. Explain various methods for Training of Employees. [8]
b) Explain Recruitment process in detail. [8]

OR

Q10) Write short notes

- a) Business Ethics. [4]
b) Job Satisfaction. [4]
c) Time Management. [4]
d) Personality development. [4]

Unit - VI

- Q11) a) Explain meaning, scope & importance of Disaster management. [9]
b) Explain various types of Disaster. [9]

OR

- Q12) a) Prepare a Disaster Management Plan for Fatal Road accident. [9]
b) What do you mean by Industrial Safety? Explain various safety measures. [9]