



[4658] – 65

Seat No.	
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**T.E. (Electrical) (Semester – I) Examination, 2014
ENGINEERING ECONOMICS & 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** books.
3) Black figures to the indicate **full** marks.

SECTION – I

UNIT – I

1. a) What do you mean by organisation ? Explain proprietary firm and partnership firm. 8
- b) Distinguish between Public Sector and Private Public Partnership firm. 8

OR

2. a) Define Economics, Explain the concept of supply and demand. 8
- b) Explain the role of Government in macro Economics. 8

UNIT – II

3. a) What is management ? Describe the various functions of Management. 8
- b) Explain different types of organisational structures. 8

OR

4. a) Explain the concept of six sigma. 8
- b) What is inventory management ? Explain various types of inventory. 8

UNIT – III

5. a) Define marketing. Describe various functions of marketing management. 9
- b) What is marketing planning ? Explain the importance and content of marketing plan. 9

OR

6. a) Explain various methods of costing. 9
- b) Write short Notes. 9
 - 1) Capital
 - 2) Budget
 - 3) Depreciation.

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SECTION – II

UNIT – IV

7. a) State and explain Maslow theory of motivation. **8**
b) Explain various theories of group formation. **8**

OR

8. a) Define leadership. Differentiate between Manager and Entrepreneur. **8**
b) What are the qualities required to become successful Entrepreneur. **8**

UNIT – V

9. a) Define Human Resource Management. Explain various functions of Human Resource Management. **8**
b) What is Training ? Explain different types of Training. **8**

OR

10. Short Notes. **16**
1) Job Satisfaction
2) Professional Ethics
3) Time Management
4) Personality

UNIT – VI

11. a) Define Disaster Management. State the importance of Disaster Management. **9**
b) Explain the use of GPS in disaster management. **9**

OR

12. Prepare a detailed disaster plan for Volcano-Eruption. **18**