



**T.E. (Electrical Engineering) (Semester – I) Examination, 2010
ENGINEERING ECONOMICS AND MANAGEMENT (New)
(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 *right* indicate *full* marks.

SECTION – I

Unit – I

1. State & explain various types of business ownership. 16

OR

2. a) Define engineering economics. Explain the concept of supply, demand & elasticity of demand. 8

b) State and explain law of variable proportion. 8

Unit – II

3. a) Differentiate between Administration & Management. 8

b) Explain the contribution of F.W. Taylor in the field of Management. 8

OR

4. a) Define Inventory. Explain various types of inventory. 8

b) Explain in brief following : 8

i) Six Sigma

ii) Kanban.



Unit – III

5. a) What is Marketing ? Differentiate between marketing & selling. 9
 b) Elaborate '4'Ps of marketing with suitable examples. 9

OR

6. a) Define Financial Management. Explain various types of cost. 10
 b) Explain the following terms (**Any two**) : 8
 i) Debit
 ii) Credit
 iii) Budget
 iv) Depreciation.

SECTION – II

Unit – IV

7. a) Define Motivation. Explain Herzberg theory of motivation. 8
 b) Explain 'X' & 'Y' theory of motivation. 8

OR

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

Unit – V

9. a) What is the need & objective of training in the organisation? Explain on the job & off the job training. 8
 b) Explain Recruitment process in detail. 8

OR

10. a) Write short notes : 16
 i) Development of personality
 ii) Labour Welfare
 iii) Business Ethics
 iv) Time Management.

**Unit – VI**

11. a) Define the term Disaster Management. State the importance & scope of Disaster Management. 9

b) Explain various Natural & Manmade disaster. 9

OR

12. a) Explain the phases of preparedness & mitigation of disasters. 9

b) Write short notes : 9

i) Use of GPS & GIS for disasters management

ii) Total preventive maintenance.

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