

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Tech. (Mechanical Engineering) (Sem.-5)
MANAGEMENT AND ENGINEERING ECONOMICS

Subject Code : BTME-504-18

M.Code : 78250

Date of Examination : 25-11-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :

- a) Explain the different roles of management.
- b) Define the term - Planning Premise.
- c) What are contingency plans?
- d) Enlist the factors that affect the span of control.
- e) Describe the meaning and importance of coordination.
- f) What is the price elasticity of demand?
- g) What do you mean by the term - Gross Domestic Product (GDP)?
- h) Briefly explain microeconomics citing suitable examples.
- i) Define leadership. Enlist the various types of leadership styles.
- j) What is the difference between total cost and marginal cost?

SECTION-B

2. Briefly discuss the scope and different functional areas of management.
3. Why planning is so important? Identify and describe briefly the various steps involved in the planning process.
4. Describe, briefly the Laws of Demand and Laws of Supply. Discuss the concept of equilibrium between demand and supply with a neat diagram.
5. What are cash flow diagrams? Explain the Law of diminishing return with a suitable example.
6. Discuss, in detail about product costing, cost of capital, and minimum acceptable rate of return.

SECTION-C

7.
 - a) What is scientific management given by Taylor? Briefly describe its various characteristics and objectives.
 - b) Name the different modern management approaches. What is the McKinsey 7s model? Discuss in detail.
8.
 - a) Distinguish between the Straight-Line Method and the Declining Balance Method of depreciation.
 - b) Explain the following statements :**
 - i) Management is both a science and an art
 - ii) Management is a profession.
9. **Discuss in detail the following :**
 - a) Differentiate between Centralization vs Decentralization of authority.
 - b) Functional organization.
 - c) Management By Objectives (MBO).

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.