

Roll No.

Total No. of Pages : 02

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

Subject Code : BTME/504/18

M.Code : 78250

Date of Examination : 27-06-2024

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) Define the term - Management.
- b) State the purpose and importance of planning.
- c) Explain the nature and purpose of the organization.
- d) What are the essentials of a sound control system?
- e) Describe the meaning and importance of coordination.
- f) What is microeconomics?
- g) What do you mean by the term - Consumer Price Index (CPI)?
- h) What is depreciation?
- i) Enlist the various types of overheads.
- j) What is EMI?

SECTION-B

2. Is Management science, an art or a profession? Discuss in detail citing suitable examples.
3. What is the primacy and pervasiveness of planning? Discuss in detail the various steps involved in the planning process.
4. Define motivation. Discuss in detail Maslow's Hierarchy of Needs Theory of motivation.
5. Discuss in detail the concept of elasticity of demand. What are the 'Price elasticity of Demands' and 'Income Elasticity of Demand'? Elaborate the concept with suitable examples.
6. What are cash flow diagrams? Discuss. Also, explain the Law of Diminishing Return with a suitable example.

SECTION-C

7. Discuss in detail the Straight-Line Method and the Declining Balance Method of depreciation with suitable examples.
8.
 - a) Define leadership. Discuss in detail the different leadership styles of effective leaders citing suitable examples.
 - b) Briefly explain the concepts of cost of capital, minimum acceptable rate of return, and product costing.
9. **Discuss in detail the following :**
 - a) Span of Control
 - b) Matrix Structure organization
 - c) Management by Objectives (MBO) vs Management by Exception (MBE).

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.