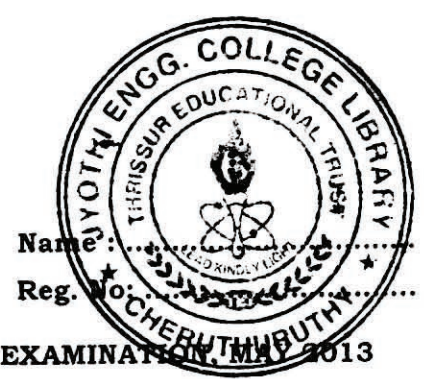


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**SIXTH SEMESTER B.TECH (ENGINEERING) DEGREE EXAMINATION, MAY 2013
(2009 Admission)**

**EC/PTEC/AI/EE/PTEE/BM/IC 09 602 -
ENGINEERING ECONOMICS AND PRINCIPLES OF MANAGEMENT**

Time : Three Hours

Maximum : 100 Marks

Answer Section A and B in separate answer books.

Section A (engineering economics)

PART A

Answer all questions

1. Define Marginal Cost. (2 Marks)
2. What is an ARR? (2 Marks)
3. What is IRR? (1 Marks)

PART B

Answer any two questions

4. Explain economic reasoning and economic efficiency. (5 Marks)
5. Explain the functions of money. (5 Marks)
6. Explain process planning. (5 Marks)

PART C

7. Explain Law of Supply and demand. (10 Marks)
- (or)
8. Discuss the functions and role of Commerical banking. (10 Marks)
9. Explain single payment (i) Compound amount factor and (ii) present worth factor. (10 Marks)
- (or)
10. Explain the methods of project analysis and break even analysis. (10 Marks)

Turn over

Section B (principles of management)

PART A

1. What is an organization? (2 Marks)
2. What is CPM? (1 Marks)
3. Give any two functions of Management. (2 Marks)

Part B

Answer any two questions

4. Explain the evolution of management theory. (5 Marks)
5. With a suitable example explain the decision tree. (5 Marks)
6. What is the significance of a Balance sheet? Explain. (5 Marks)

Part C

7. Explain the functions and principle of management. (10 Marks)
(or)
8. Discuss in detail about Job analysis. (10 Marks)
9. Explain the elements and components of Cost. (10 Marks)
(or)
10. Discuss in detail about Marketing Management. (10 Marks)
