C 40939   **(Pages 2)**   Name................
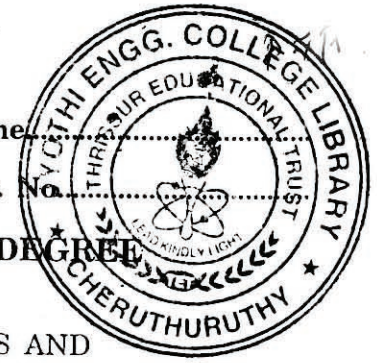
Reg. No................

FOURTH SEMESTER B.TECH. (ENGINEERING) DEGREE EXAMINATION, APRIL 2013

CE 09 405/PTCE 09 404—ENGINEERING ECONOMICS AND PRINCIPLES OF MANAGEMENT

(2009 Scheme—Regular/Supplementary/Improvement)

Time : Three Hours   Maximum : 70 Marks

Section 1 (Engineering Economics)

PART A

Answer all questions.

1. Discuss scarcity definition of economics. What are its features ?

2. What is Monetary policy ? What should be its objective in a developing country like India ?

3. Define rate of return method. Briefly explain procedure to calculate the rate of return.

$(3 \times 5 = 15 \text{ marks})$

PART B

Answer any **one** *question completely from each module.*

4. (a) Define engineering economics. Bring out the scope of engineering economics.

    (b) Explain the functions of money. Define the Narrow and Broad money-supply measures.

Or

5. (a) Explain how the system of banks can create deposits in excess of its reserves.

    (b) Why isn't the line of credit on credit cards counted as part of the nation's money supply ?

6. (a) What is time value of money ? How is it useful in taking investment related decisions ?

    (b) Compute the present value of Rs. 2,000 receivable at 6 years hence if the rate of discount is 12 percent ?

Or

7. (a) Discuss the problems in equal payment series present worth factor method ?

    (b) Briefly explain about process planning and its various types.

$(2 \times 10 = 20 \text{ marks})$

Turn over

Section 2 (Principles of Management)

PART A

Answer all questions.

1. Define management with nature and scope.

2. What is the need and importance of human resource planning ?

3. Explain Global Marketing.

$(3 \times 5 = 15$ marks$)$

PART B

Answer any **one** *question completely from each module.*

4. (a) What did Henry Fayol mean by Unity of command ? How does it differ from unity of direction ?

   (b) What is the importance of motivation ? How can a manager motivate employees working in an organisation ?

Or

5. (a) What are the major advantages of formal organizations from the viewpoints of management and workers ?

   (b) Discuss about the decision making under certainty with one example.

6. (a) Explain the complete life cycle of a product.

   (b) Discuss the various sales promotion tools ?

Or

7. What is a project ? How is a project different to any other work ? Why do you say that Project Management is the best method of implementing change ?

$(2 \times 10 = 20$ marks$)$