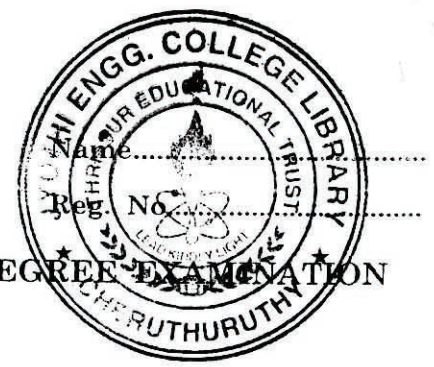C 15636

FOURTH SEMESTER B.TECH. (ENGINEERING) DEGREE EXAMINATION JUNE 2011

CE 09 405
PTCE 07404 ENGINEERING ECONOMICS AND PRINCIPLES OF MANAGEMENT

(2009 admissions)

Time : Three Hours

Maximum : 70 Marks

*Answers Sections A and B in **separate** answer-books.*

Part A (Engineering Economics)

1. Brief about law of supply and demand.
2. Explain about elements of costs.
3. State and explain about the aims of value analysis.

(3 × 5 = 15 marks)

Part B

1. Define inflation. What are the causes for inflation ? Suggest measures to control inflation.

Or

2. What is elasticity of demand ? Discuss in detail the different kinds of elasticity of demand.
3. Discuss about methods of project analysis.

Or

4. Explain about break-even analysis.

(2 × 10 = 20 marks)

Part A (Principles of Management)

1. Define and explain strategy and strategy planning.
2. State the basic concepts of job evaluation.
3. State and explain the basic concept of marketing environment.

(3 × 5 = 15 marks)

Part B

1. Distinguish between the :
   (i) Strategies and tactics.
   (ii) Strategies and policies.

Or

2. Discuss the principles of organization.
3. Explain about the principles of accounting.

Or

4. Explain the steps involved in hiring resources in an organization.

(2 × 10 = 20 marks)