



C 26876

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Name.....

Reg. No.....

**FOURTH SEMESTER B.TECH. (ENGINEERING) DEGREE
EXAMINATION, MAY 2012**

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

(2009 Admissions)

Time : Three Hours

Maximum : 70 Marks

Answer Sections A and B in separate answer books.

Section A (Engineering Economics)

Part A

Answer all questions.

1. Explain law of supply and demand.
2. Define processes planning and explain its importance in engineering economics.
3. What is present worth method of comparing alternatives ?

(3 × 5 = 15 marks)

Part B

Answer any one question completely from each module.

4. (a) Explain as to how the concept of elasticity of demand is superior to concept of law of demand.
(b) Analyse the various types of elasticity of demand and their usefulness.

Or

5. (a) Briefly explain about elements of cost and its classification.
(b) Write about the procedure to adjust inflation.
6. (a) What is time value of money ? How is it useful in taking investment related decisions ?
(b) Compute the present value of Rs.1,000 receivable at 6 years hence if the rate of discount is 10 percent ?

Or

7. (a) Explain the concept of break even analysis with clear diagram ?
(b) From the following details, calculate the break even point. What will be the selling price per unit if break even point to be brought to 900 units ?

Variable cost per units—Rs.850.

Fixed expenses—Rs.27,00,000.

Selling price per unit—Rs.1,000.

(2 × 10 = 20 marks)

Turn over

Section B (Principles of Management)**Part A**

Answer all questions.

1. Mention the principles and features of scientific management.
2. Discuss the various determinants of Job analysis.
3. Discuss on the limitations of financial accounting ?

(3 × 5 = 15 marks)

Part B

Answer any one questions completely from each module.

4. Define co-ordination and explain the need for co-ordination. Discuss measures to be taken in an organization to improve co-ordination.

Or

5. What is the need and importance of human resource planning. Explain the various techniques used in selection process.
6. (a) What is Market research ? Explain various methods of market research.
(b) What are the factors affecting consumer behaviour ?

Or

7. What is the Project Management Methodology ? Discuss the tools and techniques used in Project Management.

(2 × 10 = 20 marks)