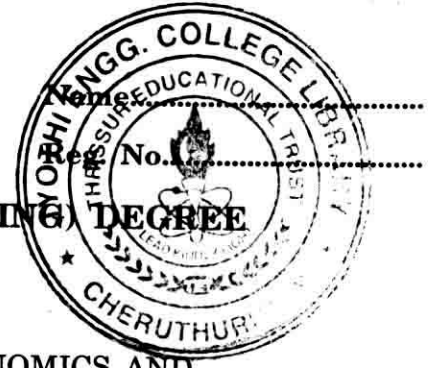


C 61571

(Pages 2)



**FOURTH SEMESTER B.TECH. (ENGINEERING) DEGREE
EXAMINATION, APRIL 2014**

(2009 Scheme)

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

Time : Three Hours

Maximum : 70 Marks

Section 1 (Engineering Economics)

PART A

Answer all questions.

1. State law of supply and demand.
2. Define processes planning. Why it is essential in Engineering economics ?
3. Write short note on foreign trade policy of India.

(3 × 5 = 15 marks)

PART B

Answer any one question completely from each module.

4. (a) Discuss the nature and scope of economics. What are its features ?
(b) Differentiate between law of demand and Elasticity of demand. How can price elasticity of demand be measured ?

Or

5. Briefly explain about elements of cost and its classification ?
6. (a) Explain the concept of break-even analysis with clear diagram ?
(b) Discuss the managerial uses of Break-Even analysis as a tool for profit planning.

Or

7. (a) Discuss the problems in equal payment series sinking fund factor method.
(b) Write the procedure to determine the single payment compound amount factor.

(2 × 10 = 20 marks)

Turn over

Section 2 (Principles of Management)**PART A**

Answer all questions.

1. Explain the tasks and responsibilities of manager.
2. List the steps in selection process.
3. Explain the significance of decision-making in management.

(3 × 5 = 15 marks)

PART B

Answer any one question completely from each module.

4. (a) Management is no longer exclusive to business but common to all kinds of activities. Discuss. Also mention the various functions of management.
(b) Define co-ordination and explain the need for co-ordination.

Or

5. Comment on the statement "Planning is looking ahead and control is looking back". Mention the steps to be followed in the planning process.
6. (a) Explain the various accounting conventions and concepts in profit and loss account.
(b) What is the difference between a contingent liability and an estimated liability ?

Or

7. (a) Discuss the various cost concepts relevant for decision-making at the firm level.
(b) Do you feel that Break-Even analysis could be a useful tool to Indian Managers ?

(2 × 10 = 20 marks)