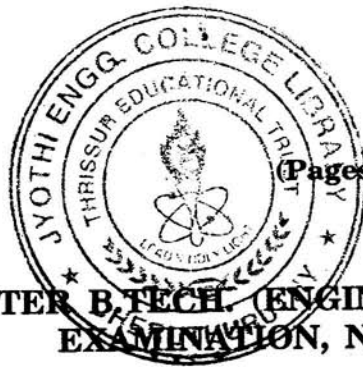
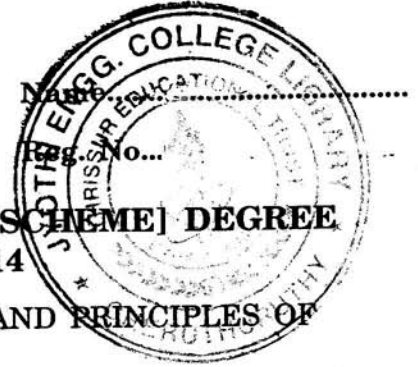


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**FIFTH SEMESTER B.TECH. (ENGINEERING) [09 SCHEME] DEGREE
EXAMINATION, NOVEMBER 2014**

**ME/PTME/AM/PT 09 503—ENGINEERING ECONOMICS AND PRINCIPLES OF
MANAGEMENT**

Time : Three Hours

Maximum : 70 Marks

Part A

Answer all questions.

Each question carries 2 marks.

1. Define opportunity cost.
2. Write notes on time value of money.
3. Discuss variable costs.
4. What is the importance of training ?
5. Differentiate quantitative and qualitative objectives.

(5 × 2 = 10 marks)

Part B

Answer any four questions.

Each question carries 5 marks.

6. Discuss regulatory measures on inflation and deflation.
7. Write notes on Fiscal policy.
8. How do banks create credit ? What are their limitations ?
9. What are the advantages of providing incentives for the employers ?
10. Explain different types of liabilities.
11. Discuss the 4Ps of marketing.

(4 × 5 = 20 marks)

Part C

Answer all questions.

Each question carries 10 marks.

12. (a) What are banks ? Classify them according to their functions and explain the functions of commercial banks.

Or

- (b) Write notes on Purchasing Power Parity and exchange control.

Turn over

13. (a) (i) Discuss Benefit-Cost ratio method of project management. (5 marks)
(ii) Write notes on equal payment series capital recovery factor. (5 marks)

Or

- (b) (i) What are the advantages and disadvantages of paper money? (5 marks)
(ii) Discuss the invisible and visible items of International Trade. (5 marks)
14. (a) What are the different methods for training manpower? Explain.

Or

- (b) What are the tools and techniques of sales promotion? Explain.
15. (a) Explain the allocation of overheads in preparing balance sheet.

Or

- (b) (i) What are the applications of PERT technique? (5 marks)
(ii) What are the factors determining availability of manpower? (5 marks)

[4 × 10 = 40 marks]