C 80756

(Pages : 2)

Name......................................

Reg. No.................................

SIXTH SEMESTER B.TECH. (ENGINEERING) (09 SCHEME) DEGREE EXAMINATION, APRIL 2015

EC/PTEC/AI/EE/PTEE/BM/IC 09 602—ENGINEERING ECONOMICS AND PRINCIPLES OF MANAGEMENT

Section I – Engineering Economics
Section II – Principles of Management

Time : Three Hours

Maximum : 70 Marks

Section I (Engineering Economics)

Part A

Answer **all** *questions.*

1. Define Sunk Cost.

(2 marks)

2. When do we apply value analysis ?

(2 marks)

3. Draw demand supply curve.

(1 mark)

Part B

Answer any **two** *questions.*
Each question carries 5 marks.

4. Discuss in detail about economic reasoning and economic efficiency.

5. What is process planning ?

6. A person invests a sum of Rs. 5,000 is a bank at a nominal interest rate of 12 % for 10 years. The compounding is quarterly. Find the maturity amount of the deposit after 10 years.

(2 × 5 = 10 marks)

Part C

Answer **all** *questions.*

7. (a) Explain the concepts and regulatory measures for Inflation and Deflation.

Or

(b) Explain the industrial policy based on economic policy reforms in India since 1991.

8. (a) Explain in detail about break-even analysis.

Or

(b) Briefly explain the steps of value engineering procedure.

(2 × 10 = 20 marks)

Turn over

Section II (Principles of Management)

Part A

Answer all questions.

1. What is meant by Job Analysis ? (2 marks)

2. What is the role of Balance Sheet ? (2 marks)

3. Name the elements of cost. (1 mark)

Part B

Answer any two questions.
Each question carries 5 marks.

4. Distinguish between Increment and Incentives.

5. Explain the procedure for preparing a cost sheet.

6. Discuss the basic concepts of marketing.

(2 × 5 = 10 marks)

Part C

Answer all questions.

7. (a) Explain in detail about various types of decision-making.

Or

(b) Explain the benefits of training and merit rating.

8. (a) Compare CPM and PERT project management techniques with suitable examples.

Or

(b) Explain the basic principles of accounting.

(2 × 10 = 20 marks)