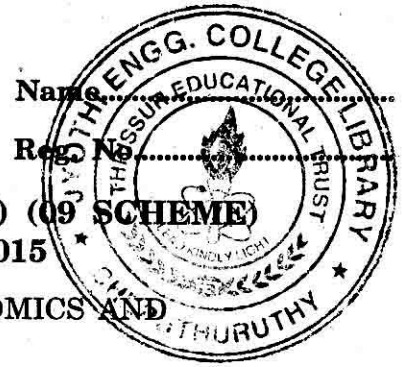


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FOURTH SEMESTER B.TECH. (ENGINEERING) (09 SCHEME)
DEGREE EXAMINATION, APRIL 2015

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

Section 1—Engineering Economics

Section 2—Principles of Management

Time : Three Hours

Maximum : 70 Marks

Section 1—Engineering Economics

PART A

Answer all questions.

1. Define Economics. Write any *four* goals of economics.
2. What is Break-Even Analysis ? Explain the concept of break-even analysis with clear diagram.
3. Write short note on industrial policy of India.

(3 × 5 = 15 marks)

PART B

Answer any one question completely from each module.

4. (a) Explain in detail about flow in an economy.
(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. Discuss the payback method and rate of return method of project analysis with appropriate examples.

Or

7. (a) What are all the functions and aims of value engineering ? Discuss the value engineering procedure.
(b) Briefly explain equal payment series present worth factor method ?

(2 × 10 = 20 marks)

Turn over

Section 2—Principles of Management**PART A**

Answer all questions.

1. Is Management a Science or an Art ? Explain.
2. Explain the factors affecting delegation of authority.
3. Explain Global Marketing.

(3 × 5 = 15 marks)

PART B

Answer any one question completely from each module.

4. Compare and contrast the works of Fayol and Taylor ?

Or

5. What are the major advantages and disadvantages of informal organizations from the viewpoints of management and workers ?
6. (a) Explain the Complete life cycle of a product.
(b) Discuss the various sales promotion tools.

Or

7. What are the various subsidiary books in accounting ? Explain the preparation of purchases day book and sales day book.

(2 × 10 = 20 marks)