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Name.....

Reg. No.....



**FOURTH SEMESTER B.TECH. (ENGINEERING) [14 SCHEME]  
EXAMINATION, APRIL 2016**

**CE 14 405—ENGINEERING ECONOMICS AND PRINCIPLES OF MANAGEMENT**

Time : Three Hours

Maximum : 100 Marks

**Section 1 (Engineering Economics)**

**Part A**

I. Answer any *four* questions out of five :

- 1 Define market demand. What are the assumptions of law of demand ?
- 2 Explain about private cost and social cost.
- 3 Explain about GDP and GNP.
- 4 Explain about time value of money.
- 5 Explain about single payment present worth factor.

(4 × 5 = 20 marks)

**Part B**

II. Answer *all* questions :

- 6 Explain how supply and demand determine the equilibrium price. What happens if the supply curve shifts to the right ?

*Or*

- 7 Explain in detail about Inflation and deflation and also explain its effects in policies.
- 8 Explain the Investment criteria in detail.

*Or*

- 9 Explain about equal payment series present worth factor.

(2 × 15 = 30 marks)

**Section 2 (Principles of Management)**

**Part A**

I. Answer any *four* questions out of five :

- 1 Explain the factors to be considered in decision-making.
- 2 Explain about decision tree.

Turn over

- 3 Explain about the components of cost.
- 4 Explain about the Balance Sheet.
- 5 Explain about the maintenance of ledger.

(4 × 5 = 20 marks)

**Part B**

II. Answer *all* questions :

- 6 Explain the factors to be considered for incentive.

*Or*

- 7 Explain the principles involved in Human Resource Management.
- 8 Explain the effects of Advertising and sales promotion on a business and how to measure the effectiveness of Advertising and sales promotion.

*Or*

- 9 Explain about equal payment series present worth factor.

(2 × 15 = 30 marks)