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

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

EIGHTH SEMESTER B.TECH. (ENGINEERING) (2014 SCHEME) DEGREE EXAMINATION, APRIL 2018

Electronics and Communication Engineering

EC 14 802—ENGINEERING ECONOMICS AND PRINCIPLES OF MANAGEMENT

Time : Three Hours

Maximum : 100 Marks

Section 1 (Engineering Economics)

PART A

Answer any **four** *questions.*

1. What is Economics ? Explain its goals.

2. With demand and supply curve, explain the interrelation between them.

3. Explain the policies that are used to adjust the prices to changes in costs.

4. Draw the cash flow diagram of single payment compound amount and give the formula to obtain it.

5. A person who is now 35 years old is planning for his retired life. He plans to invest an equal sum of Rs. 10,000 at the end of every year for the next 25 years starting from the end of the next year. The bank gives 20% interest rate compounded annually. Find the maturity value of his account when he is 60 years old.

(4 × 5 = 20 marks)

PART B

6. (a) Explain break-even analysis and its objectives.

Or

   (b) (i) Briefly explain the elements of costs.

   (ii) Explain the procedure to adjust inflation.

7. (a) Explain equal-payment series sinking fund and equal-payment series present worth amount.

Or

   (b) A person is planning a new business. The initial outlay and cash flow pattern for the new business are as listed below. The expected life of the business is five years. Find the rate of return for the new business :

Period	0	1	2	3	4	5
Cash flow (Rs.)	– 1,00,000	30,000	30,000	30,000	30,000	30,000

(2 × 15 = 30 marks)

Turn over

Section 2 (Principles of Management)

PART A

*Answer any **four** questions.*

8. What is Management ? Compartmentalize management behaviour.

9. Explain groupings for common organizational structures.

10. Explain the processing of recruiting team members.

11. Explain Cost Accounting.

12. Explain the steps in a typical project.

(4 × 5 = 20 marks)

PART B

13. (a) Discuss the management responsibilities and constraints.

Or

(b) Discuss the nature of management decisions and its problems.

14. (a) (i) Explain cost-profit cycle.

(ii) What is Marketing ? Explain Marketing's role.

Or

(b) Discuss the major steps in creating an activity network and Programme Evaluation and Review Techniques (PERT).

(2 × 15 = 30 marks)