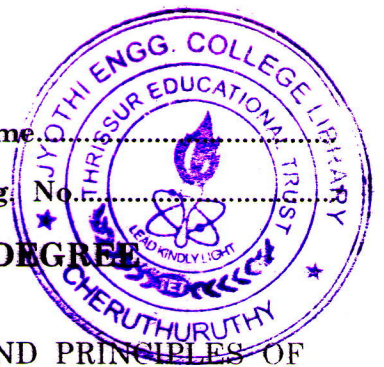


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Name

Reg. No.



**SIXTH SEMESTER B.TECH. (ENGINEERING) DEGREE
EXAMINATION, JUNE 2009**

**EC/AI/BM/EE/AM/IC/CE 04 601—ENGINEERING ECONOMICS AND PRINCIPLES OF
MANAGEMENT**

(2004 Admissions)

Time : Three Hours

Maximum : 100 Marks

Part A

Answer all questions.

1. (a) Illustrate the analysis of economic activities with the help of a chart and the economic and the technical efficiencies.
- (b) How do wants arise ?
- (c) Suggest measures to correct fundamental disequilibrium.
- (d) Briefly explain the role of IMF in solving the problem of International Liquidity.
- (e) Explain the importance of direction.
- (f) Distinguish between a Leader and Manager. State the acquirable qualities of a leader.
- (g) State the objectives of Advertising. Write a note on copy testing.
- (h) Point out the conditions that demand effective decision-making.

(8 × 5 = 40 marks)

Part B

2. (a) State the nature and scope of economics. How do inductive and deductive reasoning help the engineers to decide about firm proposals ? Illustrate two types of efficiencies and the ways to improve productivity.

Or

- (b) Distinguish between Statics and Dynamics and the merits and demerits of both Statics and Dynamics. State the mathematical tools with examples. Explain the relationship between Economic Theory and Practice.
3. (a) What have been the guiding principles of industrialisation in India ? Has industrialisation been proceeding accordingly on the right lines in our country ? To what extent is the claim that the new industrial policy, 1991, is a policy of "Continuity with change". Justified ?

Or

- (b) Discuss the role and the problems of agriculture and its contributions to Indian Economic Development.
4. (a) What is meant by Scientific Management ? State and explain the objectives, principles and contributions, limitations of Scientific Management.

Or

Turn over

- (b) A person invests a sum of Rs. 5,000 in 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. State the bases for comparison of alternatives.
5. (a) What are the aims, objectives of marketing research ? State and explain the functions, steps, classification of Forms of Marketing Research.

Or

- (b) Discuss the advantages and disadvantages of Time and Piece rate systems of payment of wages to the employees of an organisation.

(4 × 15 = 60 marks)