

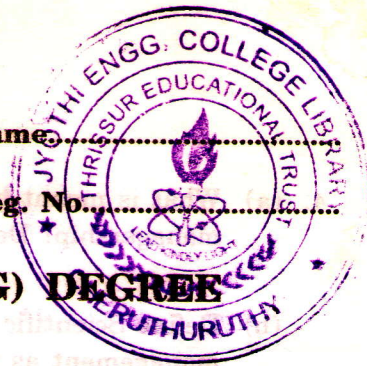
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Name:

Reg. No.



**SIXTH SEMESTER B.TECH (ENGINEERING) DEGREE
EXAMINATION, JUNE 2008**

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

(2004 Admissions)

Time : Three Hours

Maximum : 100 Marks

Answer all the questions.

Part A

- I. (a) Define Demand. What are the factors determining demand? Illustrate the demonstration effect and the causes behind it.
- (b) What do you mean by elasticity of demand? Illustrate the two major types of it. What would be the price elasticity of demand for necessities and luxuries?
- (c) What is meant by Balance of Payments? State the important uses of balance of payments accounts.
- (d) State the purpose of International Monetary Fund according to Article I of the Fund's Article Agreement.
- (e) Define Delegation. State the need for delegation.
- (f) State the need for Financial Planning and the sources of Term Loans.
- (g) What is meant by job analysis? What are its advantages?
- (h) Distinguish between Increment and Incentive. Briefly explain the elements of good compensation policy.

(8 × 5 = 40 marks)

Part B

- 2 (a) Define Elasticity of supply. State the factors determining elasticity of supply. Illustrate the different types of supply elasticities with necessary graphs and measurement of elasticities of supply.

Or

- (b) Define Money. Discuss the various functions of money.
- 3 (a) Analyse the rate and pattern of industrial growth during the last two decades of liberal economic policy regime. To what extent do these trends differ from that of the product specific capacity licensing regime?

Or

- (b) What do you mean by Balance of Payments? How is adverse balance of trade financed? Is there any alternative to tied loans for bridging the gaps between exports and imports? Answer with reference to the IMF loan issues.

Turn over

4. (a) What is meant by leadership? State the qualities of leadership. How does it differ from managership? Describe the types of leadership.

Or

- (b) Define Scientific management. What are its objectives? Discuss the principles of scientific management as propounded by F.W. Taylor.
5. (a) "Sales is a sure test for advertising". What other tests are used to test the effectiveness of advertising in the following cases?

(i) Brand image of a detergent.

(ii) Five star hotel promotion.

Discuss the objectives and uses of advertising.

Or

- (b) State and explain the factors affecting wage policy and the advantages and disadvantages of time and piece rate systems of wage payment.

(4 × 15 = 60 marks)

(8 × 5 = 40 marks)

Part B

2. (a) Define Elasticity of supply. State the factors determining elasticity of supply. Illustrate the different types of supply elasticities with necessary graphs and measurement of elasticities of supply.

Or

- (b) Define Money. Discuss the various functions of money.
3. (a) Analyse the rate and pattern of industrial growth during the last two decades of liberal economic policy regime. To what extent do these trends differ from that of the product specific capacity increasing regime?

Or

- (b) What do you mean by Balance of Payments? How is adverse balance of trade financed? Is there any alternative to tied loans for bridging the gaps between exports and imports? Answer with reference to the IMF loan issues.

Turn over