B.Tech.   (Sem.–6)

INTRODUCTION TO ENGG. ECONOMICS & MANAGEMENT
Subject Code : ME-255
M.Code : 90012

Time : 3 Hrs.   Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :
1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1.   **Write briefly :**

a) Breakeven Chart.

b) Usefulness of economics

c) Elasticity of demand.

d) Demand curve

e) Define Management

f) Define decision making

g) Demand analysis

h) Prime cost

i) Horizontal co-ordination

j) Principle of Unity of command

SECTION-B

2. What do you understand by the term 'demand' in Economics? Will a beggar desiring to purchase Maruti Car constitute demand? Explain.

3. What do you understand by break-even analysis? Explain its uses.

4. Define economics. Discuss its importance and significance for Engineers.

5. Describe the term management. Explain its meaning and state its chief characteristics.

6. Who is a Manager? Explain fully the role of manager in an Organization.

SECTION-C

7. Explain the various methods of demand forecasting. Point out their merits and demerits.

8. State and explain the law of demand. State its assumptions and exceptions.

9. Elucidate the types of decisions and also explain the process of decision making.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.