



SE-6201

B. E. II (Sem. - III) (Elect.) Examination

May/June - 2011

Engineering Economic & Business Administration

Time : 3 Hours]

[Total Marks :100

Intructions :

(1)

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| नीचे दर्शावेल निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book. | Seat No. : |
| Name of the Examination : | <input type="text"/> |
| B. E. 2 (Sem. - 3) (Elect.) | <input type="text"/> |
| Name of the Subject : | <input type="text"/> |
| Engineering Economic & Business Administration | <input type="text"/> |
| Subject Code No. : <input type="text" value="6"/> <input type="text" value="2"/> <input type="text" value="0"/> <input type="text" value="1"/> | <input type="text"/> |
| Section No. (1, 2,.....) : <input type="text" value="1&2"/> | |
| Student's Signature | |

- (2) Answer to Section – I and Section – II must be written in TWO separate answer books.
- (3) Figures to the right indicate full marks of the question.
- (4) All questions are compulsory.

SECTION – I

1 Answer any TWO.

16

- a. Define Scientific Management Approach. Who is the father of this approach? Also explain its principles.
- b. Define an organization. Mention its various forms and explain the most general form of business organization found in India.
- c. What do you mean by co-ordination? Discuss different techniques of effective co-ordination.

2 Answer any TWO.

16

- a. Define motivation and explain Maslow's theory of need hierarchy.
- b. Explain in detail Decision Making Process giving suitable examples.
- c. Classify the forms of co-operative undertaking.

- 3 Write short note : (any THREE) 18
- a. Procedure of Recruitment
 - b. Induction Training
 - c. Styles of Leaders
 - d. Marketing Management and its importance in the organisation.
 - e. Centralization & Decentralization

SECTION – II

- 4 Answer any TWO. 16
- a. Why economists say that elasticity of demand is a matter of degree only. Explain with the help of diagrammatic representation.
 - b. What is the importance of National Income? Discuss in brief how national income is measured.
 - c. Discuss the importance of study of economics to engineers.
- 5 Answer any TWO. 16
- a. Discuss the Law of Increasing Returns with the help of illustration.
 - b. Discuss the relation between Average cost and Marginal Cost with the help of an example and diagrammatic representation.
 - c. What do you mean by Break Even Point (BEP)? What is its importance?
- 6 Write short notes: (any THREE) 18
- a. Functions of Money
 - b. Types of Markets
 - c. Sources of Industrial Finance.
 - d. Credit Instruments
 - e. Functions of Commercial Banks
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