

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER- IV EXAMINATION – SUMMER 2020****Subject Code: 3140709****Date:02/11/2020****Subject Name: Principles of Economics and Management****Time: 10:30 AM TO 01:00 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

		MARKS
Q.1	(a) Define Economics? Why is the study of Economics useful for engineers?	03
	(b) Differentiate between macro and micro economics in brief.	04
	(c) Write a note on 'Equilibrium between supply and demand' with neat diagram	07
Q.2	(a) What do you mean by Demand and Supply? Explain the Law of Demand	03
	(b) Discuss functions of Money	04
	(c) Write the full forms of GDP, GNP, NNP and NDP. Explain these concepts and elaborate how they are calculated	07
OR		
	(c) Write a detailed note on: 1. Monopoly Market 2. Oligopoly Market	07
Q.3	(a) Explain the types of managers with examples	03
	(b) What are the causes and remedies of unemployment?	04
	(c) What is monopoly? Differentiate between perfect competition and monopolistic competition	07
OR		
Q.3	(a) Explain the type of cost briefly.	03
	(b) What is the meaning of Inflation? State the measures to be taken to control it	04
	(c) Explain "Fiscal Policy", write its objectives.	07
Q.4	(a) What do you mean by break even point. what it indicate	03
	(b) What is difference between absolute and relative poverty?	04
	(c) Define Financial Management. Discuss Function Of Financial Management.	07
OR		
Q.4	(a) What are the Primary and Secondary function of banks	03
	(b) what are Quantitative tools and Qualitative tools of Monetary Policy	04
	(c) Explain 'Span of Control'. State merits and demerits of a limited span of control. Discuss the factors affecting the span of control.	07
Q.5	(a) what do you mean contribution. how it differ from contribution ratio	03
	(b) Define "Organization." Explain types of organization.	04

(c) Define following terms with respect to banking **07**

1. Repo Rate
2. Reverse Repo Rate
3. Marginal Standing Facility
4. Cash Reserve Ratio
5. Statutory Liquidity Ratio
6. Market Stabilization Scheme

OR

- Q.5**
- (a) 'Good planning is half work done.' Explain **03**
- (b) What is the difference between administration and management? **04**
- (c) Explain CARROLL'S SOCIAL RESPONSIBILITY PYRAMID **07**
