

Total No. of Questions : 12]

SEAT No. :

P3118**[4858] - 165**

[Total No. of Pages : 2

T.E. (Electrical Engg.) (Semester - I)
ENGINEERING ECONOMICS & MANAGEMENT
(2008 Pattern) (Theory)

*Time : 3 Hours]**[Max. Marks : 100**Instructions to the candidates:*

- 1) *Answer any one question from each unit.*
- 2) *Answers to the two sections should be written in separate books.*
- 3) *Figures to the right indicate full marks.*

SECTION - I**UNIT - I**

- Q1)** a) Define Business Organisation. Explain Private public partnership & Joint stock company. [8]
- b) Explain BOT & BOLT types of ownership. [8]

OR

- Q2)** What is forecasting? Explain various methods of demand Forecasting. [16]

UNIT - II

- Q3)** a) Define management. Differentiate between Administration & Management. [8]
- b) Explain the contribution of Henry Fayol in the field of management. [8]

OR

- Q4)** Write short notes.

- a) Lean manufacturing [4]
- b) Kanban [4]
- c) ABC Analysis [4]
- d) TQM [4]

UNIT - III

- Q5)** a) Define marketing. What is the difference between marketing & selling. [9]
- b) Define market research. Explain its scope & importance. [9]

P.T.O.

OR

Q6) Write short notes :

- a) Break Even Analysis [6]
- b) Capital [6]
- c) Merger [6]

SECTION - II**UNIT - IV**

- Q7)** a) Define motivation. Explain Herzberz theory. [8]
 b) Explain Maslow Hierarchy of needs theory. [8]

OR

- Q8)** a) Define Leadership. Explain its different Attributes. [8]
 b) Explain the concept of “Entrepreneurship” in detail. [8]

UNIT - V

- Q9)** a) Define Industrial Relations. Explain its scope & objectives. [8]
 b) Define Training. Explain various Types of Training. [8]

OR

Q10) Write short notes :

- a) Attitude [4]
- b) Business Ethics [4]
- c) Stress management [4]
- d) Principles of Learning. [4]

UNIT - VI

- Q11)**a) Explain the term Disaster management in detail. [9]
 b) Explain the use of GIS & GPS for Disaster management. [9]

OR

Q12) Prepare a detailed Disaster management plan for “Terrorist Attack”. [18]