

**B.E. (Electrical Engineering) Sixth Semester (C.B.S.)
Engineering Economics & Industrial Management**

P. Pages : 2

Time : Three Hours



TKN/KS/16/7478

Max. Marks : 80

- Notes :
1. All questions carry marks as indicated.
 2. Solve Question 1 OR Questions No. 2.
 3. Solve Question 3 OR Questions No. 4.
 4. Solve Question 5 OR Questions No. 6.
 5. Solve Question 7 OR Questions No. 8.
 6. Solve Question 9 OR Questions No. 10.
 7. Solve Question 11 OR Questions No. 12.
 8. Due credit will be given to neatness and adequate dimensions.
 9. Assume suitable data whenever necessary.
 10. Illustrate your answers whenever necessary with the help of neat sketches.

1. a) State and explain the law of diminishing marginal utility. 7
- b) What do you understand by elasticity of demand? Explain the cases of elasticity of demand. 6
- OR**
2. a) What are the determinants and types of demand? 7
- b) Describe the advantages and disadvantages of division of labour? 6
3. a) Explain the characteristic of perfect competition? 7
- b) Describe various laws of returns to the scale. 6
- OR**
4. a) State the characteristics of oligopolistic competition. 7
- b) What is depreciation? Describe any two methods of determining depreciation. 6
5. a) Explain the key functions of central bank in the country. 7
- b) Describe the merits and demerits of direct taxes. 7
- OR**
6. a) Explain the causes of inflation on global economy? 7
- b) State the various phases of business cycle. 7

7. a) "Communication is a two way process" Explain the principles of communication. 7
b) State the objectives and advantages of planning. 6

OR

8. a) Explain the sequential steps involved in the process of decision making. 7
b) Discuss the nature and scope of management. 6
9. a) Explain the importance of 4p's in marketing mix. 7
b) Describe the role and objectives of advertisement in increasing demand for a product. 7

OR

10. a) Describe the channels of distribution used in marketing. 7
b) Explain the various pricing strategies adopted by Indian and foreign companies. 7
11. a) What is balance sheet? Prepare the outline and format of it. 7
b) Define ratio analysis. Explain the types of ratio analysis. 6

OR

12. a) What are the various types of functional budgets prepared in an organization? 7
b) Describe the objectives and functions of financial management. 6
