

Roll No. ....

Total Pages : 2

**207505**

**Dec., 2018**

**B.Tech. (Electrical Engg.) Vth Semester  
ENGINEERING ECONOMICS AND  
INDUSTRIAL MANAGEMENT  
(MB-321C)**

**Time : 3 Hours]**

**[Max. Marks : 75**

**Instructions :**

- (i) *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
- (ii) *Answer any four questions from Part-B in detail.*
- (iii) *Different sub-parts of a question are to be attempted adjacent to each other.*

**PART-A**

1. (CO-1) (a) State the meaning of Engineering Economics. (1.5)
- (CO-2) (b) What is Inflation? (1.5)
- (CO-2) (c) State the importance of Break Even Analysis. (1.5)
- (CO-2) (d) What are the different functions of Management? (1.5)
- (CO-2) (e) What is Autocratic Leadership Style?(1.5)
- (CO-2,3) (f) State the 4P's of Marketing Mix. (1.5)
- (CO-2,4) (g) Define TQM. (1.5)

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- (CO-4) (h) What is Work Sampling? ..... (1.5)  
(CO-4) (i) Define Productivity. (1.5)  
(CO-2) (j) What is a Balance Sheet? (1.5)

**PART-B**

2. (CO-1) (a) Describe the significance of National Income estimation and its limitations. (10)  
(CO-1) (b) Discuss the relevance of "Time Value of Money" in decision-making (5)
3. (CO-2) (a) Write a short note on "Hawthorne experiments". (5)  
(CO-2) (b) Discuss the evolution of Industry and Professional Management. (10)
4. (CO-3) Describe in detail the different Marketing Strategies. (15)
5. (CO-4) (a) What are the Principles of Motion Economy? (5)  
(CO-4) (b) Discuss the different ways by which Productivity can be improved. (10)
6. (CO-4) (a) Explain the Dimensions of Quality. (5)  
(CO-4) (b) Discuss Taguchi's Quality Philosophy. (10)
7. (CO-1,2,) Describe PERT and CPM methods of Project Scheduling. (15)