

C 26876

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Name.....

Reg. No.....

**FOURTH SEMESTER B.TECH. (ENGINEERING) DEGREE  
EXAMINATION, MAY 2012**

CE 09 405 / PT CE 09 404—ENGINEERING ECONOMICS AND PRINCIPLES OF  
MANAGEMENT

(2009 Admissions)

Time : Three Hours

Maximum : 70 Marks

*Answer Sections A and B in separate answer books.*

**Section A (Engineering Economics)**

**Part A**

*Answer all questions.*

1. Explain law of supply and demand.
2. Define processes planning and explain its importance in engineering economics.
3. What is present worth method of comparing alternatives ?

(3 × 5 = 15 marks)

**Part B**

*Answer any one question completely from each module.*

4. (a) Explain as to how the concept of elasticity of demand is superior to concept of law of demand.  
(b) Analyse the various types of elasticity of demand and their usefulness.

*Or*

5. (a) Briefly explain about elements of cost and its classification.  
(b) Write about the procedure to adjust inflation.
6. (a) What is time value of money ? How is it useful in taking investment related decisions ?  
(b) Compute the present value of Rs.1,000 receivable at 6 years hence if the rate of discount is 10 percent ?

*Or*

7. (a) Explain the concept of break even analysis with clear diagram ?  
(b) From the following details, calculate the break even point. What will be the selling price per unit if break even point to be brought to 900 units ?

Variable cost per units—Rs.850.

Fixed expenses—Rs.27,00,000.

Selling price per unit—Rs.1,000.

(2 × 10 = 20 marks)

**Turn over**

**Section B (Principles of Management)**

**Part A**

*Answer all questions.*

1. Mention the principles and features of scientific management.
2. Discuss the various determinants of Job analysis.
3. Discuss on the limitations of financial accounting ?

(3 × 5 = 15 marks)

**Part B**

*Answer any one questions completely from each module.*

4. Define co-ordination and explain the need for co-ordination. Discuss measures to be taken in an organization to improve co-ordination.

*Or*

5. What is the need and importance of human resource planning. Explain the various techniques used in selection process.
6. (a) What is Market research ? Explain various methods of market research.  
(b) What are the factors affecting consumer behaviour ?

*Or*

7. What is the Project Management Methodology ? Discuss the tools and techniques used in Project Management.

(2 × 10 = 20 marks)