

Code: 19HS1601

III B.Tech - II Semester – Regular Examinations – JUNE 2022

ENGINEERING ECONOMICS AND MANAGEMENT
(Common for All Branches)

Duration: 3 hours

Max. Marks: 70

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- Note: 1. This question paper contains two Parts A and B.
2. Part-A contains 5 short answer questions. Each Question carries 2 Marks.
3. Part-B contains 5 essay questions with an internal choice from each unit. Each question carries 12 marks.
4. All parts of Question paper must be answered in one place.
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PART – A

1. a) Define Managerial Economics.
b) Explain about elasticity of demand.
c) Distinguish between Fixed Cost and Variable Cost.
d) State different types of Management Levels.
e) Define Marketing Mix.

PART – B

UNIT – I

2. a) Describe important features of Managerial Economics. 6 M
b) Explain Importance of Managerial Economics to Engineers. 6 M

OR

3. a) Define Demand and its Function. 6 M
b) Explain briefly the factors affecting demand of a commodity. 6 M

UNIT – II

4. a) Define Income Elasticity of Demand. 4 M
b) Interpret different types of Income elasticity of demand with suitable examples. 8 M

OR

5. a) Discuss about demand Forecasting. 4 M
b) Determine the factors that are governing demand forecasting. 8 M

UNIT-III

6. a) Illustrate BEP with the help of a diagram and its uses in Decision Making. 6 M
b) The following information have been extracted from the records of ABC limited

Fixed cost = Rs 50,000/-; Selling Price per Unit = Rs 10/- ; Variable cost per unit Rs 6/-

You are required to determine

1. P/V Ratio
2. BEP in terms of Value
3. BEP in terms of Units
4. MOS if actual sales is 15,000units

6 M

OR

7. a) Define Market .State some important features of Market. 6 M
b) Differentiate between
1. Direct cost & Indirect cost
 2. Explicit cost & Implied cost
 3. Opportunity cost & Outlay cost
- 6 M

UNIT – IV

8. a) Define Management. Outline the importance of Management in Business. 6 M
- b) Discuss the functions of Management. 6 M

OR

9. a) Describe the objectives of HRM. 6 M
- b) Outline the process of Manpower planning. 6 M

UNIT – V

10. a) Explain different types of Market segmentation. 6 M
- b) Companies do best when they choose their target market(s) carefully and prepare tailored marketing programs. Justify. 6 M

OR

11. a) Define Production Management. List types of plant layout. 4 M
- b) Discuss the objectives of production Management. 8 M