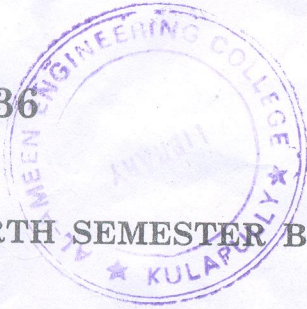


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Name.....

Reg. No.....

**FOURTH SEMESTER B.TECH. (ENGINEERING) DEGREE EXAMINATION
JUNE 2011**

CE 09 405
PTCE 07404 **ENGINEERING ECONOMICS AND PRINCIPLES OF MANAGEMENT**

(2009 admissions)

Time : Three Hours

Maximum : 70 Marks

*Answers Sections A and B in separate answer-books.***Part A (Engineering Economics)**

1. Brief about law of supply and demand.
2. Explain about elements of costs.
3. State and explain about the aims of value analysis.

(3 × 5 = 15 marks)

Part B

1. Define inflation. What are the causes for inflation ? Suggest measures to control inflation.

Or

2. What is elasticity of demand ? Discuss in detail the different kinds of elasticity of demand.
3. Discuss about methods of project analysis.

Or

4. Explain about break-even analysis.

(2 × 10 = 20 marks)

Part A (Principles of Management)

1. Define and explain strategy and strategy planning.
2. State the basic concepts of job evaluation.
3. State and explain the basic concept of marketing environment.

(3 × 5 = 15 marks)

Part B

1. Distinguish between the :
 - (i) Strategies and tactics.
 - (ii) Strategies and policies.

Or

2. Discuss the principles of organization.
3. Explain about the principles of accounting.
4. Explain the steps involved in hiring resources in an organization.

(2 × 10 = 20 marks)