

B.TECH. DEGREE EXAMINATION, MAY 2014**Sixth Semester**

Branch : Mechanical Engineering, Automobile Engineering

PRINCIPLES OF MANAGEMENT AND ENGINEERING ECONOMICS (MU)

(Old Scheme—Prior to 2010 Admissions)

[Supplementary/Mercy Chance]

Time : Three Hours

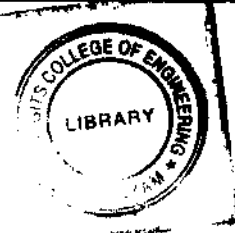
Maximum : 100 Marks

*Answer Part A and Part B in separate answer-books.**Answer all questions.***Part A (Principles of Management)**

1. (a) Differentiate between line and staff organization, giving the merits and demerits of both. (8 marks)
 - (b) Explain the importance of motivation. (8 marks)
- Or*
2. (a) Explain the meaning and importance of delegation of authority. (8 marks)
 - (b) What are the objectives and functions of control ? (8 marks)
 3. (a) Explain any one theory of work motivation. (7 marks)
 - (b) Define Stress. What are its effects and remedies, in an organization. (10 marks)
- Or*
4. (a) What are the different kinds of pricing ? Explain. (9 marks)
 - (b) Explain the concept of advertising. What are the different types of advertising ? (8 marks)
 5. (a) How a joint-stock company is formed ? Give its main features. What are its merits and demerits ? (10 marks)
 - (b) Explain individual proprietorship. What are its advantages and disadvantages ? (7 marks)
- Or*
6. (a) Explain the role and objectives of quality standards. (10 marks)
 - (b) Differentiate between wages and incentives. What are monetary and non-monetary types ? (7 marks)

Turn over



**Part B (Engineering Economics)**

7. (a) "A consumer reaches an equilibrium position when prices are proportional to marginal utilities." Explain. (8 marks)
- (b) Discuss the factors on which the efficiency of labour depends. Account for the low efficiency of Indian labour. (8 marks)

Or

8. (a) Mention some of the causes which effect the volume of production in a country. Why is production low in India ? (10 marks)
- (b) Give two examples of indirect taxes and with reference to them explain the merits and demerits of indirect taxes. (6 marks)
9. (a) Explain the meaning of "incidence of tax". Distinguish it from the effect of the tax. (7 marks)
- (b) What are the merits and demerits of indirect taxes in the public finance of a poor country ? (10 marks)

Or

10. (a) Define National income. How it can be measured ? (9 marks)
- (b) What is a Bank ? Explain the utility of banks with special reference to India. (8 marks)
11. (a) Discuss the role of a bank in the economy of a country. (10 marks)
- (b) Describe the functions of a central bank. Is the RBI performing these functions successfully ? (7 marks)

Or

12. (a) Discuss the impact of private insurance companies in India. (7 marks)
- (b) Discuss the impact of multinational corporations on Indian economy. (10 marks)