

GANPAT UNIVERSITY  
B. Tech.Sem III Mechanical Engineering  
Nov. –Dec. 2011 Examination  
2ME301 Engineering Economics & Industrial Organization

Time: 3 Hrs

Marks: 70

Instructions:

- (i) All questions are compulsory.
- (ii) Answers to two sections must be written in separate answer books.
- (iii) Assume suitable data if required but state them clearly in your answer-books.
- (iv) Figure to the right indicates full marks.

SECTION -I

- Q-1 Answer the following Questions: [12]
- [A] What is plant location? Discuss important factor for selection the site in a particular location?
- [B] Define plant layout? Enlist types of layout? Differentiate between product and process layout?
- [C] Explain material handling in process layout.

OR

- Q.1 Answer the following Questions: [12]
- [A] Discuss following element of human behavior,  
i) Behavior is caused by needs  
ii) Behavior is Goal-Directed.
- [B] What is classical view of organization? How does it differ from the Bureaucratic Approach? Discuss their limitation.
- [C] What is organization structure? Discuss line and staff organization along with its advantages and limitation.

- Q.2 Answer the following Questions: [11]
- [A] Discuss about material demand. Differentiate between pure competition and monopolistic competition.
- [B] Define Elasticity of demand? Also discuss factor affecting demand.
- [C] Write short note on price determination.

OR

- Q-2 Answer the following Questions: [11]
- [A] Differentiate between micro and macro economics.
- [B] Define national income? Discuss about capital income.
- [C] Write short note on Source of income.
- Q-3 Write short note [any three] [12]
- [A] Exchange bank
- [B] Custom duty



- [C] Scope of economics
- [D] Marginal utility
- [E] Income tax

### SECTION-II

- Q-4 Answer the following Questions: [12]
- [A] What do you understand by motivation? Discuss about quality of good business leader.
  - [B] Discuss likert's system to approach to leadership?
  - [C] Discuss the marginal grid approach to leadership?

OR

- Q-4 Answer the following Questions: [12]
- [A] What is meant by co-ordination? How it is achieved?
  - [B] What are the symptoms of lack of co-ordination in an organization?
  - [C] Write short note on- volunteer co-ordination.

- Q-5 Answer the following Questions: [11]
- [A] Define leadership. Explain types of leadership.
  - [B] What do you mean by delegation? Explain process of delegation.
  - [C] Classify organized sectors and unorganized sectors of industries.

OR

- Q-5 Answer the following Questions: [11]
- [A] Discuss herzberg's theory of motivation. How does it differ from maslow's theory?
  - [B] Discuss the poster-lawter modal of motivation.
  - [C] Write short note on- power motivation.

- Q-6 Write short note [any three] [12]
- [A] Break even analysis
  - [B] Free trade
  - [C] Building of morale
  - [D] Custome duty
  - [E] Depreciation
  - [F] Types of bank