

**GANPAT UNIVERSITY**  
**B.TECH SEM. III - MECHANICAL ENGINEERING**  
**CBCS REGULAR EXAMINATION NOV/DEC-2013**  
**2ME301 ENGINEERING ECONOMICS & INDUSTRIAL ORGANISATION**

Time: 3 Hours

Total Marks: 70

**Instructions:**

- 1). All questions are **compulsory**.
- 2). Figures to the **right** indicate full marks.
- 3). Answers to the two sections must be written in **separate** answer books.
- 4). Assume all necessary data.

**SECTION I**

- Que-1**    **A**    What is economics? Give the various definitions about economics. (03)
- B**    What do you understand by the term 'value'? Explain the difference between (a) value and utility and (b) between value – in- use and value – in exchange. (04)
- C**    Explain the terms income, saving, and investment as used in economics? How are they related to each other? (04)

OR

- Que-1**    **A**    Discuss economics as a social science. (03)
- B**    Define wealth and distinguish between individual wealth, cosmopolitan wealth and national wealth. (04)
- C**    In what sense is the term 'goods' used in economics? Explain classification of goods. (04)

- Que-2**    **A**    State and explain the law of diminishing marginal utility. What is its relation to law of demand? (04)
- B**    The demand for common salt is 5kg per month at the price 20 P. per kg. Now its prices is doubled per kg and now only 4kg are demanded. Find out his elasticity of demand for salt. (04)
- C**    Which are the main determinants of the demand for commodity? Explain. (04)

OR

- Que-2**    **A**    Explain the distinction between necessities, comforts and luxuries giving two examples of each them. (04)
- B**    Distinguish between nominal and real wages and explain the factor which influences the real wages in an occupation. Give example. (04)
- C**    State and explain law of supply. What is its limitation? (04)

- Que-3**    **Attempt all.**
- A**    Write a short note on 'micro and macro economics' (04)
- B**    What is money? Describe the function of money in modern economics. (04)
- C**    What is bank? What is R.B.I.? What are the functions of R.B.I. (04)

**SECTION II**

- Que-4**    **A**    Give the advantages and disadvantage of rural and urban plant sites. (03)
- B**    What is flow pattern? Draw the various flow pattern along with their characteristics. (04)
- C**    Explain combination layout and fixed lay out with neat sketch. (04)

OR

- Que-4**    **A**    What is factory building? What are the good requirement for factory building. (03)
- B**    Explain the types of building construction. (04)
- C**    Explain plant layout procedure. (04)



- Que-5** A Write a short note on 'overheads' (04)  
 B A factory producing 200 electric bulbs a day, involves direct material cost of Rs.250, direct labour cost of Rs.300 and factor overheads of Rs.300. Assuming a profit of 10% of selling price and selling on cost (overhead) 30% of the factory cost, calculate the selling price of one electric bulb. (04)  
 C Write the methods of calculating depreciated. And explain any two. (04)
- OR**
- Que-5** A Discuss the concept and role of line staff organization. (04)  
 B Discuss types of coordination. (04)  
 C How can morale be measured? What are the technical requirements of morale survey? (04)
- Que-6** **Attempt all.** (04)  
 A What are the basic principles of delegation of authority (04)  
 B The fixed costs for the year 2012-2013 are Rs.8,00,000. Variable cost per unit is Rs.40. The estimated sales for the period are valued at Rs.20,00,000. each unit sells at Rs.200. (04)  
 (a) Find the breakeven points  
 (b) If Rs.16,00,000 will be the likely sales turnover for the next budget period, calculate the estimated contribution and profit.  
 (c) If a profit target of Rs.6,00,000 has been budgeted, compute the turn over required.  
 C What is plant layout? Discuss factor affecting for plant location. (04)

**END OF PAPER**