

GUJARAT TECHNOLOGICAL UNIVERSITY**BE- SEMESTER-IV EXAMINATION – WINTER 2025****Subject Code:3140709****Date:24-11-2025****Subject Name:Principles of Economics and Management****Time:02:30 PM TO 05:00 PM****Total Marks:70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

	Marks
Q.1 (a) Explain theory of demand and supply	03
(b) Explain price elasticity and income elasticity	04
(c) Explain equilibrium with suitable diagram	07
Q.2 (a) Explain break-even point with suitable diagram	03
(b) Explain Land, Labor, Capital and Entrepreneurship	04
(c) Explain different types of costs in detail	07
OR	
(c) Explain Perfect Competition and Oligopoly markets	07
Q.3 (a) Define : (1) NNP (2) Personal Income (3) Disposable Income	03
(b) Discuss causes of poverty	04
(c) Define Money and explain various functions of Money in detail	07
OR	
Q.3 (a) Define : (1) Banking (2) CRR (3) SLR	03
(b) Explain different types of Inflation in details	04
(c) Elaborate functions of RBI	07
Q.4 (a) List out different role of Managers	03
(b) Explain Abraham Maslow's theory of human needs	04
(c) Explain different functions of management	07
OR	
Q.4 (a) Explain different management skills	03
(b) Differentiate between management and administration	04
(c) Explain principles of scientific management given by Fredrick Winslow Taylor	07
Q.5 (a) Explain organizational culture and its importance	03
(b) Explain importance of Planning in detail	04
(c) Define business ethics and explain importance of business ethics.	07
OR	
Q.5 (a) Discuss organization's environment in detail	03
(b) Explain line organization and functional organization	04
(c) Explain importance of Corporate Social Responsibility and give any suitable examples of CSR activities in India	07
