

GUJARAT TECHNOLOGICAL UNIVERSITY

BE- SEMESTER- IV EXAMINATION – SUMMER 2026

Subject Code:3140709

Date:30-05-2026

Subject Name:Principles of Economics and Management

Time:10:30 AM TO 01:00 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 the nature of economics.	03
	(b) Differentiate Macroeconomics and Microeconomics	04
	(c) What do you mean by market equilibrium ? How is it achieved ? Explain with suitable example.	07
Q.2	(a) Define the term “factors of production”. Explain any two factors.	03
	(b) What is the meaning of cost in economics ? Explain any two types of cost.	04
	(c) A gym has monthly fixed costs of Rs. 80,000. They charge Rs. 500 for a monthly membership, with a variable cost of Rs. 260 per member. What is the break-even number of members needed to cover all costs?	07
	OR	
	(c) Consider a company with fixed costs of Rs. 2,00,000 and a product that sells for Rs. 1250 with a variable cost of Rs. 630. Calculate the break-even point and analyze the impact if they decide to lower the price to Rs. 1190.	07
Q.3	(a) List types of markets.Explain characteristics of any one market.	03
	(b) Differentiate Monopoly and Perfect Competition Markets.	04
	(c) Discuss various methods to calculate National Income.	07
	OR	
Q.3	(a) Write a short note on Unemployment.	03
	(b) Differentiate absolute poverty and relative poverty.	04
	(c) What do mean by inflation? Discuss how to reduce inflation.	07
Q.4	(a) List and Explain characteristics of Money.	03
	(b) Write a short note on types and roles of managers.	04
	(c) Explain Monetary Policy with suitable example.	07
	OR	
Q.4	(a) Diffrentiate Management and Administration.	03
	(b) Write a short note on Maslow’s Hierarchy of needs theory.	04
	(c) Explain Fiscal Policy with suitable example.	07
Q.5	(a) Define Planning in Management. Explain its role in organization sucess.	03
	(b) How does culture affect managers and employees.	04
	(c) Explain principles of organization.	07
	OR	
Q.5	(a) List Functions of Management.	03
	(b) List types of organizational structures. Explain any one of it.	04
	(c) Explain Corporate Social Responsibility.	07
