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Question Paper Code: 95901

B.E./B.Tech. DEGREE EXAMINATION, DEC 2021

Fifth Semester

Chemical Engineering

19UCH501 - PROCESS ECONOMICS & MANAGEMENT

(Regulation 2015)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 1 = 10 Marks)

1. The elasticity of demand of durable goods is: CO1- R
(a) Less than unity (b) Greater than unity (c) Equal to unity (d) Zero
2. The cost of one thing in terms of the alternative given up is called: CO1- R
(a) Real cost (b) Production cost
(c) Physical cost (d) opportunity cost
3. Which of the following is the method of measuring National Income? CO1- R
(a) Income method (b) Product method (c) Expenditure method (d) All of these
4. Which one of the following is included in circular flow? CO1- R
(a) Real Flow (b) Money Flow (c) Both (a) and (b) (d) None of these
5. Which of the following is NOT an element of the marketing mix? CO1- R
(a) Distribution (b) Product
(c) Target market (d) Pricing
6. Sensitivity of demand to change in price is known as CO1- R
(a) Cost-plus price (b) Break-even price (c) Price elasticity (d) Inelastic
7. Which of these reports is raised annually? CO1- R
(a) Inventory reports (b) Confidential reports (c) Laboratory reports (d) Inspection reports

8. Which of the following is true for 'Routing'? CO5- R
- (a) It is flow of work in the plant
- (b) Route sheets include list of machine tools that are to be followed
- (c) It depends upon material handling facilities
- (d) All of the above
9. Which of the following are characteristics of B.E.P? CO1- R
- (a) There is no loss and no profit to the firm. (b) Total revenue is equal to total cost. (c) Contribution is equal to fixed cost. (d) All of the above.
10. Management accountancy is a structure for CO1- R
- (a) Costing (b) Accounting (c) Decision making (d) Management

PART – B (5 x 2= 10 Marks)

11. Define scarcity CO1- U
12. What is Inflation? CO1- U
13. What is volume segmentation? CO1- U
14. What is meant by fixed automation? CO1- U
15. What are the three basic rules of accounting?. CO1- R

PART – C (5 x 16= 80 Marks)

16. (a) Explain in detail about the different types of demand CO1- U (16)
- Or
- (b) Discuss in detail about the determinants of supply and demand. CO1- U (16)
17. (a) Discuss in detail about the methods of measuring National income CO1- U (16)
- Or
- (b) Discuss in detail about the control methods of Business Cycle. CO1- U (16)
18. (a) Discuss in detail about the facts behind classifying consumers and goods services. CO3- U (16)
- Or
- (b) What are the steps included in measuring the inflation. Explain briefly CO3- U (16)
19. (a) Explain briefly about the process selection and system design. CO1- U (16)
- Or
- (b) Describe about the stages involved in process layout.c. CO1- U (16)

20. (a) Explain briefly about the concept capital budgeting CO1- U (16)
- Or
- (b) Discuss briefly about the classification of different types of accounts CO5- U (16)