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Reg. No. :

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Question Paper Code: 95901

B.E./B.Tech. DEGREE EXAMINATION, NOV 2022

Fifth Semester

Chemical Engineering

19UCH501 - PROCESS ECONOMICS & MANAGEMENT

(Regulation 2019)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 1 = 10 Marks)

1. If the price of detergents falls, there will be: CO1- U
 - (a) an increase in the demand for detergents
 - (b) an increase in the quantity of demand of detergents.
 - (c) a decrease in the demand of detergents
 - (d) a shift in the demand of detergents.
2. The cost of one thing in terms of the alternative given up is called: CO1- U
 - (a) Real cost
 - (b) Production cost
 - (c) Physical cost
 - (d) opportunity cost
3. The headline inflation in India is measured in respect of movement of CO2- U
 - (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- U
 - (a) Consumer price index
 - (b) Wholesale price index
 - (c) Cost of living index for agricultural labour
 - (d) Money supply
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. Which among these is not the nature and characteristic of a service? CO1- R
 - (a) Intangibility
 - (b) Durability
 - (c) Variability
 - (d) Perishability

7. Which of the following is not an objective of operations management? CO1- U
 (a) customer satisfaction (b) profitability (c) timeliness (d) employee punishment
8. Which of the following is true for 'Routing'? CO5- U
 (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. Given selling price is Rs 10 per unit, variable cost is Rs 6 per unit and fixed cost is Rs 5,000. What is break-even point? CO2- App
 (a) 500 units (b) 1,000 units (c) 1,250 units (d) None of the above
10. Management accountancy is a structure for CO1- U
 (a) Costing (b) Accounting (c) Decision making (d) Management

PART – B (5 x 2= 10 Marks)

11. What are the determinants of supply? CO1- U
12. What is Gross National Product? CO1- U
13. What is volume segmentation? CO1- U
14. What is meant by fixed automation? CO1- U
15. Give some disadvantages of process layouts. CO1- U

PART – C (5 x 16= 80 Marks)

16. (a) Discuss in detail about economic principles related to managerial decisions. CO1- U (16)
 Or
 (b) Describe in detail about the types of economic analysis. CO1- U (16)
17. (a) Discuss in detail about the functions of Management. CO1- U (16)
 Or
 (b) Explain briefly about the phases of business cycles. CO2- App (16)
18. (a) Discuss in detail about the 4 P's of Marketing CO3- U (16)
 Or
 (b) Discuss briefly about the concept of new product development process. CO3- U (16)

19. (a) Discuss in detail about the functions/scope of operations management. CO1- U (16)
- Or
- (b) Briefly relate the need for location decisions and the factors affecting the location decision. CO2- App (16)
20. (a) Examine about the concept capital budgeting. CO3- Ana (16)
- Or
- (b) Describe about the statement of cash flow. CO1- U (16)

