G 501

(Pages : 3)

Reg. No..............................

Name...................................

B.TECH. DEGREE EXAMINATION, MAY 2014

Fourth Semester

EN 010 402—PRINCIPLES OF MANAGEMENT

(Common to AI, AV, EC, EI, IC, IT, ME, MT, PO and PE Branches)

[New Scheme—2010 Admission onwards—Regular/Improvement/Supplementary]

Time : Three Hours

Maximum : 100 Marks

Part A

Answer **all** *questions.*
Each question carries 3 marks.

1. Define MBO.

2. What is Trade union ?

3. What is CPM and PERT ?

4. State the types of Capital.

5. Define the principles of Marketing.

(5 × 3 = 15 marks)

Part B

Answer any **five** *questions.*
Each question carries 5 marks.

6. What do you understand by organizational chart ? Explain the basis of it.

7. What are the basic steps in planning the system in Personnel management ?

8. Explain briefly the product life cycle.

9. What are the elements of cost ? Explain.

10. Explain briefly various steps to promote Sales of a product.

11. What is meant by market research ? Explain.

12. What is meant by quality circle ?

(5 × 5 = 25 marks)

Turn over

Part C

*Answer **all** questions.*
Each full question carries 12 marks.

13. What are the different types of organization structure used in industries ? Explain in details.

Or

14. What are the various functions of management ? Explain in details.

15. Discuss in details how industries will recruit and select manpower ?

Or

16. Write short notes on the following :

    (a) Quality circle functions.

    (b) Industrial disputes.

    (6 + 6 = 12 marks)

17. Consider the details of a distance network as shown below :

Arc	Distance	Arc	Distance
1 – 2	8	3 – 6	6
1 – 3	5	4 – 5	8
1 – 4	7	4 – 6	12
1 – 5	16	5 – 8	7
2 – 3	15	6 – 8	9
2 – 6	3	6 – 9	15
2 – 7	4	7 – 9	12
3 – 4	5	8 – 9	6

    (a) Construct the distance network.

    (b) Find the shortest path from Node 1 to Node 9, using Dijkstra's algorithm.

    (6 + 6 = 12 marks)

Or

18. The following tables provide cost and time estimates for a seven activity projects.

Activity (i - j)		Time estimate		Direct cost estimates (Rs.1000)	
		Normal (weeks)	Crash (weeks)	Normal (Rs.)	Crash (Rs.)
A	(1-2)	2	1	10	15
B	(1-3)	8	5	15	21
C	(2-4)	4	3	20	24
D	(3-4)	1	1	7	7
E	(3-5)	2	1	8	15
F	(4-6)	5	3	10	16
G	(5-6)	6	2	12	36

You are required to :

(a) Draw the activity network of the project.

(b) Using the above information crash the activity step-by-step until all paths are critical.

19. What are the fixed capital and working capital ? Explain various factors affecting working capital.

Or

20. What is the component of cost of a product ? Explain in details.

21. Explain the different methods of sales forecasting used in industries.

Or

22. Write short note on the following :

(a) Sale promotion.

(b) Channel of distribution.

(6 + 6 = 12 marks)

[5 × 12 = 60 marks]