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Reg. No.....

Name.....

B.TECH. DEGREE EXAMINATION, MAY 2012

Fourth Semester

EN 010 402—PRINCIPLES OF MANAGEMENT

(Regular—2010 Admissions)

(Common to AI, AU, EC, EI, IC, IT, ME, PO and PE)

Time : Three Hours

Maximum : 100 Marks

Part A

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

1. Define Motivation and its significance in management.
2. Define Industrial fatigue. What are the reasons ?
3. What is the scope of production management ?
4. State the objectives of financial management.
5. Distinguish between Selling concept and Marketing concept.

(5 × 3 = 15 marks)

Part B

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

6. List different organisational structures. Explain any one of them in detail.
7. Explain the objectives of quality circles.
8. What is meant by network ? Mention various types of networks used in project management.
9. What are the elements of cost ? Explain.
10. What are the different kinds of pricing ? Explain.
11. Explain different methods of costing with appropriate examples.
12. What are overhead ? What are the basis for allocation of overheads ?

(5 × 5 = 25 marks)

Part C

*Answer any one question from each module.
Each question carries 12 marks.*

Module I

13. (a) What do you mean by delegation of authority ? Differentiate between delegation and decentralization.
- (b) Define Planning. Explain the major types of plans.

Or

Turn over

14. Define span of control. What are the types of span of control? Explain the factors determining the span of control.

Module II

15. Describe the method of recruitment and selection of persons in an industry.

Or

16. What is industrial dispute? Describe the different methods of settling industrial disputes.

Module III

17. A project consists of 9 jobs with the following precedence relations and time estimates :

Job	:	A	B	C	D	E	F	G	H	I
Predecessor	:	—	—	A, B	A, B	B	D, E	C, F	D, E	G, H
Time (days)	:	15	10	10	10	5	5	20	10	15

(a) Draw the Project network.

(b) Identify the Critical path.

Or

18. Explain various types of data analysing methods and suggest a suitable method for a batch process industry.

Module IV

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

Or

20. Explain the different methods of raising finance by an enterprise.

Module V

21. Explain channels of distribution and the factors influencing it.

Or

22. Explain the concept of advertising. Describe its functions. What are the different types of advertising?

(5 × 12 = 60 marks)