

G 1533

(Pages : 2)

Reg. No.....

Name.....

B.TECH. DEGREE EXAMINATION, MAY 2016

Fourth Semester

EN 010 402—PRINCIPLES OF MANAGEMENT

(Common to AI, AU, EC, EI, IC, IT, ME, MT, PO, PE and ST 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 Mission and its significance in management.
2. Define Quality circles.
3. What is CPM ? Give some applications.
4. What is the importance of working capital ?
5. List the methods of sales forecasting.

(5 × 3 = 15 marks)

Part B

Answer all questions.

Each question carries 5 marks.

6. Explain the importance of delegation of authority in an organisation.
7. Explain on the significance of labour turnover.
8. Briefly explain product life-cycle.
9. Explain on elements of cost.
10. Write a note on the duties of sales engineer.

(5 × 5 = 25 marks)

Part C

Answer all questions.

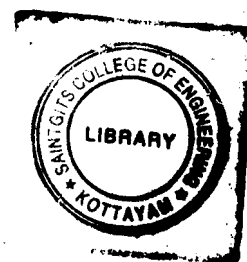
Each full question carries 12 marks.

11. Write detailed notes on (a) Planning ; (b) Organizing ; and (c) Co-ordinating.

Or

12. Explain in detail on (a) Line organisation ; (b) Line and Staff organization.

Turn over



13. Describe on "on the job training" with advantages and limitations.

Or

14. What is scientific selection of man power? Describe the steps involved in recruitment and selection of employees.

15. Differentiate between PERT and CPM. What are their limitations? Under what circumstances is CPM better than PERT.

Or

16. Explain on (a) Functions of production department; (b) Various types of production with its features.

17. Differentiate between (a) Preference shares and equity shares; (b) Shares and debentures.

Or

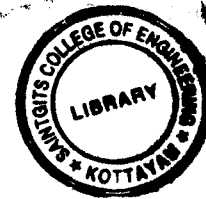
18. Explain in detail on (a) Marginal cost; (b) Differential cost; (c) Sunk cost.

19. Write a detailed note on marketing.

Or

20. Write short notes on the following :—

- (a) Sales promotion.
- (b) Pricing strategies.
- (c) Market research.



(5 × 12 = 60 marks)