

G 1533

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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)

