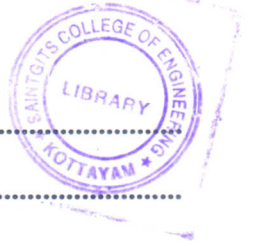


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Reg. No.....

Name.....



B.TECH. DEGREE EXAMINATION, NOVEMBER 2014

Fifth Semester

Branch : Aeronautical Engineering/Computer Science/Electrical and Electronics Engineering

EN 010 502 – PRINCIPLES OF MANAGEMENT (AN, CS, EE)

(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 : Vision.
2. What is personal management?
3. State the limitations of production.
4. State the importance of financial management.
5. What is pricing?

(5 × 3 = 15 marks)

Part B

Answer all questions.

Each question carries 5 marks.

6. State the objectives of management.
7. State the importance of manpower planning.
8. State the advantages of project planning.
9. State the methods of financing.
10. What is channels of distribution?

(5 × 5 = 25 marks)

Part C

Answer all questions.

Each question carries 12 marks.

11. (a) Explain about the management concepts in detail.

Or

- (b) Write in detail about the organizational structure.

Turn over

12. (a) Explain the importance of training and development.

Or

(b) Explain the labour welfare and its benefits.

13. (a) Explain the functions of production management in detail.

Or

(b) Briefly explain the production process and its types.

14. (a) Explain in detail about the cost management.

Or

(b) Write in detail about the factors affecting working capital.

15. (a) Explain the duties of sales managers and state the importance of packaging.

Or

(b) Explain the advertising and other sales promotions in detail.

(5 × 12 = 60 marks)

