SAINTGITS COLLEGE OF ENGINEERING LIBRARY KOTTAYAM

G 1517 (Pages : 2) Reg. No.....

Name.....

B.TECH. DEGREE EXAMINATION, MAY 2015

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. Mention the objectives of control function.
2. List the advantages of training.
3. What are the three time estimates of PERT ?
4. What are the functions of financial management ?
5. List four different types of market.

(5 × 3 = 15 marks)

Part B

Answer **all** *questions.*
Each question carries 5 *marks.*

6. Explain different steps in planning.
7. What are the benefits of quality circle to the employees ?
8. Explain the different stages of product life cycle.
9. Explain different methods of costing with examples.
10. Write a note of sales promotion and sales forecasting.

(5 × 5 = 25 marks)

Part C

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

11. Explain the following functions of management :—
    (i) directing.
    (ii) staffing.
    (iii) communicating.

Or

Turn over

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12. Differentiate between line organisation and stagg organisation. Write the advantages and disadvantages of both types.

13. Explain what do you understand by recruitment. What are the different sources of recruitment ? What are the merits and demerits of recruitment through these sources ?

Or

14. What is industrial fatigue ? What are the causes ? How they are overcome ?

15. Describe the scope and objectives of production management. What are the different types of production systems ?

Or

16. A small project consists of 7 activities whose time estimates are listed below :

Activity		t_o	t_m	t_p
1 – 2	...	1	1	7
1 – 3	...	1	4	7
1 – 4	...	2	2	8
2 – 5	...	1	1	1
3 – 5	...	2	5	14
4 – 6	...	2	5	8
5 – 6	...	3	6	15

(i) Draw the project network and identify the critical path.

(ii) Find the expected time and variance of each activity.

(iii) What is the probability that the project will be completed at least three weeks earlier than expected ?

17. What are the objectives and functions of financial management ? Explain.

Or

18. (a) Define capital. What are the different types ? Explain their important features.

(b) Write a note on standard costs.

19. (a) Explain different steps in advertising. Explain the media of advertisement.

(b) What are the different types of competitive situations found in a market ?

Or

20. Explain the different steps in marketing research. What is the importance of marketing research ?

(5 × 12 = 60 marks)