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(Pages : 3)

Reg. No.....

Name.....

B.TECH. DEGREE EXAMINATION, MAY 2014

Fourth Semester

EN 010 402—PRINCIPLES OF MANAGEMENT

(Common to AI, AV, EC, EI, IC, IT, ME, MT, PO and PE Branches)

[New Scheme—2010 Admission onwards—Regular/Improvement/Supplementary]

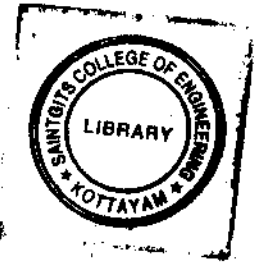
Time : Three Hours

Maximum : 100 Marks

Part A

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

1. Define MBO.
2. What is Trade union ?
3. What is CPM and PERT ?
4. State the types of Capital.
5. Define the principles of Marketing.



(5 × 3 = 15 marks)

Part B

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

6. What do you understand by organizational chart ? Explain the basis of it.
7. What are the basic steps in planning the system in Personnel management ?
8. Explain briefly the product life cycle.
9. What are the elements of cost ? Explain.
10. Explain briefly various steps to promote Sales of a product.
11. What is meant by market research ? Explain.
12. What is meant by quality circle ?

(5 × 5 = 25 marks)

Turn over

Part C

Answer all questions.
Each full question carries 12 marks.

13. What are the different types of organization structure used in industries ? Explain in details.

Or

14. What are the various functions of management ? Explain in details.

15. Discuss in details how industries will recruit and select manpower ?

Or

16. Write short notes on the following :

(a) Quality circle functions.

(b) Industrial disputes.

(6 + 6 = 12 marks)

17. Consider the details of a distance network as shown below :

Arc	Distance
1 - 2	8
1 - 3	5
1 - 4	7
1 - 5	16
2 - 3	15
2 - 6	3
2 - 7	4
3 - 4	5

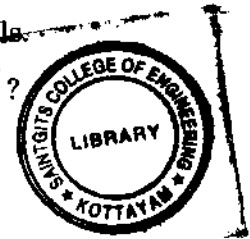
Arc	Distance
3 - 6	6
4 - 5	8
4 - 6	12
5 - 8	7
6 - 8	9
6 - 9	15
7 - 9	12
8 - 9	6

(a) Construct the distance network.

(b) Find the shortest path from Node 1 to Node 9, using Dijkstra's algorithm.

(6 + 6 = 12 marks)

Or





18. The following tables provide cost and time estimates for a seven activity projects.

Activity (i - j)	Time estimate		Direct cost estimates (Rs.1000)	
	Normal (weeks)	Crash (weeks)	Normal (Rs.)	Crash (Rs.)
A (1-2)	2	1	10	15
B (1-3)	8	5	15	21
C (2-4)	4	3	20	24
D (3-4)	1	1	7	7
E (3-5)	2	1	8	15
F (4-6)	5	3	10	16
G (5-6)	6	2	12	36

You are required to :

- (a) Draw the activity network of the project.
 - (b) Using the above information crash the activity step-by-step until all paths are critical.
19. What are the fixed capital and working capital ? Explain various factors affecting working capital.
- Or*
20. What is the component of cost of a product ? Explain in details.
21. Explain the different methods of sales forecasting used in industries.
- Or*
22. Write short note on the following :
- (a) Sale promotion.
 - (b) Channel of distribution.

(6 + 6 = 12 marks)

[5 × 12 = 60 marks]