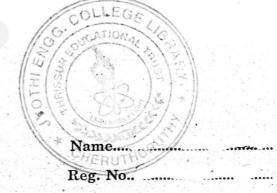
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SIXTH SEMESTER B.TECH. (ENGINEERING) DEGREE EXAMINATION MAY 2012

EC/PTEC/AI/EE/PTEE/BM/IC 09602—PRINCIPLES OF MANAGEMENT (2009 Admissions)

Time: Three Hours

Maximum: 70 Marks

Answer Section A and B in separate answer books.

Section A (Engineering Economics)

Part A

Answer all questions.

1.	Define Economic efficiency.	(2 marks)
2.	What is the aim of value analysis?	(1 marks)
3.	What is process planning?	(2 marks
	Part B	
	Answer any two questions.	
4.	Explain inflation and Deflation.	(5 marks)
5.	Explain the time value of Money.	(5 marks)
ß.	Explain the functions of commercial Banking.	(5 marks)
	Part C	
<i>;</i> :	Discuss the Law of Supply and Demand.	(10 marks)
1.	Or	
. 8.	Discuss the Economic Policy Reforms in India.	(10 marks)
9.	Explain in detail about:	
	(a) Single payment compound amount factor.	
1	(b) Equal payment series capital recovery factor.	
		(10 marks
	<i>Or</i>	
10.	Discuss the various methods of Project analysis.	(10 marks)

Turn over

Section B (Principles of Management)

Part A

Answer all questions.

1.	Define Management.	(2 marks)
2.	Define Profit and Loss.	(2 marks)
3.	What is the significance of PERT?	(1 marks)
	Part B	
	Answer any two questions.	
4.	Explain the decision making process.	(5 marks)
5.	Briefly explain financial management.	(5 marks)
6.	With a simple example, explain Balance Sheet.	(5 marks)
	Part C	
7.	Describe the principles and types of an Organizational structure.	(10 marks)
	Or	
8.	Discuss in detail about Human Resource Management.	(10 marks)
9	Discuss in details about the basics of accounting.	(10 marks)
	Or	
10.	Discuss in detail about the basic concepts of Marketing management.	(10 marks)