

C 61438

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Name.....

Reg. No.....



SIXTH SEMESTER B.TECH. (ENGINEERING) DEGREE EXAMINATION
APRIL 2014

(2009 Scheme)

EC/PTEC/AI/EE/PTEE/BM/IC 09 602—PRINCIPLES OF MANAGEMENT

SECTION A ENGINEERING ECONOMICS

SECTION B PRINCIPLES OF MANAGEMENT

(Regular/Supplementary/Improvement)

Time : Three Hours

Maximum : 70 marks

Answer Section A and Section B in separate answer books.

Section A (Engineering Economics)

Part A

Answer all questions

1. Define opportunity cost. (2 marks)
2. Compare primary functions, secondary functions and tertiary functions. (2 marks)
3. What are the ways to improve productivity ? (1 mark)

Part B

Answer any two questions.

4. Mention the functions of commercial banking.
 5. Write short notes on foreign trade policy.
 6. What is process planning ?
- (2 × 5 = 10 marks)

Part C

Answer all questions.

7. Explain in detail about the concepts of inflation and deflation. (10 marks)
- Or
8. Discuss in detail about the law of supply and demand. (10 marks)
 9. Explain in detail about ARR and NPV methods of project analysis. (10 marks)
- Or
10. Explain in detail about single payment present worth factor and equal payment series capital recovery factor.

(10 marks)

[2 × 10 = 20 marks]

Turn over

Section B (Principles of Management)**Part A**

Answer all questions.

1. What is merit rating ? (2 marks)
2. Name the phases of project management. (2 marks)
3. What are the components of cost ? (1 mark)

Part B

Answer any two questions.

4. Compare tactical and operational decisions.
5. What are the basic concepts of ledger ?
6. What is the need for decision trees ?

(2 × 5 = 10 marks)

Part C

Answer all questions.

7. Explain in detail about the theory and functions of management organizational structure.

(10 marks)

Or

8. Discuss in detail about recruitment process and training. (10 marks)
9. Explain in detail about basic concepts related to marketing environment. (10 marks)

Or

10. Explain in detail about Critical Path Method for project management. (10 marks)

[2 × 10 = 20 marks]