

USN

THE NATIONAL INSTITUTE OF ENGINEERING, MYSURU – 8
(An Autonomous Institute affiliated to VTU, Belagavi)

Eighth Semester B.E Degree Examination, May 2018

EC0416

Engineering Management

Time: 3 Hrs

Max. Marks: 100

Note: Answer all the questions.

Q. No.	Cognt. Level	COs	Questions	Marks
1. a)	L3	CO1	Illustrate how Taylors scientific management theory was implemented in Ford Motor Company.	8
b)	L1,2	CO1	List the different types of organization structures and explain any one type.	7
2. a)	L3	CO2	Illustrate the effect of price on demand and supply with the help of a neat diagram.	8
b)	L3	CO2	A company has to replace a present facility after 15 years at an outlay of Rs. 5,00,000. If plans to deposit an equal amount at the end of every year for next 15 years at an interest rate of 9% compounded annually. Find the equivalent amount that must be deposited at the end of every year for the next 15 years.	7
OR				
2. c)	L1,2	CO2	Define Break Even Point. Draw the Break Even Chart and explain.	8
d)	L2	CO2	<p>'Murugan Home Needs' Company sells safety valves for pressure cookers. The following are the details.</p> <p>Fixed cost = Rs. 20,00,000</p> <p>Variable cost per unit = Rs. 100</p> <p>Selling price per unit = Rs. 200</p> <p>Compute a) Break-even sales quantity b) Break-even sales</p> <p>c) If the actual production quantity is 60,000, find margin of safety.</p>	7
3. a)	L2	CO3	Explain income statement with a suitable example.	8
b)	L2	CO3	Explain Mergers and Acquisition with examples.	7
4. a)	L4	CO4	Characterize the product development life cycle for a smart phone.	9
b)	L3	CO4	Illustrate the market strategy for the smart phone with latest features.	6
5. a)	L2	CO5	Explain Herzbug's Hygiene theory.	8
b)	L2	CO5	Summarize the need for conflict management.	7
OR				
5. c)	L2	CO5	Explain Management by Objectives.	7

d)	L2	CO5	Explain i) Team Building ii) Negotiation	8
6. a)	L3	CO6	Illustrate the critical path method with a diagram.	8
b)	L2	CO6	List the 7QC tools and explain any one with a diagram.	7
7.			Explain	
i)	L2	CO1	Types of planning	3
ii)	L2	CO4	New product failures.	4
iii)	L2	CO5	Leadership	3

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