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

**Eighth Semester B.E. Degree Makeup Term Examination, July 2018**

**EC0416****Engineering Management**

Time: 3 Hrs

Max. Marks: 100

**Note: Answer all the questions.**

Q. No.	Cognt. Level	COs	Questions	Marks
1. a)	L1	CO1	List the four basic elements of Taylors scientific management principle.	4
b)	L2	CO1	Explain Taylors role in the growth of Ford Motor company.	7
c)	L2	CO1	Explain private limited company.	4
2. a)	L2	CO2	Explain market equilibrium using law of Demand and Supply.	5
b)	L2	CO2	Explain Depreciation concept.	4
c)	L3	CO2	A Bank gives a loan to a company to purchase equipment worth has 10.00 lakhs at an interest rate of 18% compounded assumualy. This amount should be repaid in 15 yearly equal installments. Find the installment amount that company has to pay the bank.	6
<b>OR</b>				
2. d)	L2	CO2	Discuss the elements of cost.	5
e)	L2	CO2	Explain the break even point.	4
f)	L3	CO2	Invatech pvt. Ltd has the following details: Fixed cost = Rs. 40 Lakhs Variable cost per unit = Rs. 200 Selling prince per unit = Rs. 400 Find a) Break-even sales quantity b) Break-Even sales. c) If the actual production quantity is 120000 find contribution.	6
3. a)	L2	CO3	Explain Risk-Return tradeoff.	7
b)	L2	CO3	Explain Income statement (P & L statement).	8
4. a)	L2	CO4	Discuss the Product development life cycle in electronics industry with an example.	8
b)	L2	CO4	Explain the marketing mix for a new product.	7
5. a)	L2	CO5	Explain Maslows hierarchy of needs.	7

b)	L2	CO5	Explain i) Stress management ii) Conflict management.	4 4
<b>OR</b>				
5. c)	L2	CO5	Explain Team building in industries.	7
d)	L2	CO5	Explain i) Management by objectives. ii) Negotiation.	4 4
6. a)	L2	CO6	Summarize the importance of project management in ICT industry.	7
b)	L1/L2	CO6	List the 7QC tools and explain cause and effect diagram in detail.	8
7. a)	L2		Explain New product failures.	5
b)	L2		Explain Planning.	5

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