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

Eighth Semester B.E Degree Examination, May/June 2019

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	Read the case given below and answer the questions. Recently a professor at an University was lecturing in a management development seminar. The participants openly discussed problems that existed in their respective organizations. Problem areas mentioned included absenteeism, turnover and poor workmanship. The participants managed a variety of workers such as automobile assembly workers, clerical workers, computer operators, sanitation workers and even middle level managers. During the discussion one of the participant made the following statements “what we need to stop all these problems is a little scientific management”. i) Discuss what the person meant in the above statement. ii) Illustrate how you could apply scientific management in the above case by taking one of the jobs mentioned as an example.	10
b)	L2	CO1	Summarise the ownership structure of a Registered Society.	5
2. a)	L2	CO2	Explain the variation of price of tender coconuts using laws of Demand and Supply.	7
b)	L3	CO2	i) An electronics manufacturing unit desires at the end of 5 years a sinking fund of Rs.3,00,000/-. What equal amount should be set aside every year earning 10% interest? ii) The above firm decides to take a loan of Rs.10,00,000/- from a bank for 5 years at 15% compound interest. The firm wants to pay-off the amount in 10 equal annual installments. Determine the amount of each equal payment.	8
OR				
2. c)	L2	CO2	Explain Break Even point with a neat diagram.	7
d)	L3	CO2	The Fixed Costs of a company are Rs.3,50,000/-. The net sales amount to Rs.6,00,000/- annually. The direct costs are 35% of the sales in Rupees. Determine i) BEP in terms of sales rupees ii) Sales required to earn a profit of Rs.80,000/-	8
3. a)	L2	CO3	Explain: (i) Financial Goals (ii) Risk-return trade off	7

b)	L2	CO3	Explain Balance sheet with an example.	8
OR				
3.c)	L2	CO3	Explain how venture capital funds a start-up.	7
d)	L2	CO3	Explain Income statement with an example.	8
4. a)	L2	CO4	Explain Product development life cycle of an electronic gadget with an example.	8
b)	L2	CO4	Discuss the 4-PS of marketing for the above example.	7
5. a)	L2	CO5	Explain Maslows theory of Motivation.	8
b)	L2	CO5	Summarize the importance of Team building in present Industrial scenario.	7
6. a)	L2	CO6	Discuss the basic concepts of Projects Management – Scope, Time, Cost and Quality.	7
b)	L2	CO6	List the 7 QC tools and explain Fish bone diagram.	8
7. a)	L2	CO4	Explain New Product Failures.	3
b)	L2	CO5	Explain Leadership types.	3
c)	L2	CO3	Explain Replacement Analysis.	2
d)	L2	CO6	Explain Sub contract management.	2

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