

Government College of Engineering, Aurangabad
(An Autonomous Institute of Government of Maharashtra)



IV Semester B.Tech.(Computer Sci. & Engg.)

Summer - 2009

Course Code : CS403

Course Name : Principles of Management

Time : 2 hr.30min.

Max. Marks : 60

Instructions to Candidate

1. All questions are compulsory.
2. Assume suitable data wherever necessary and clearly state the assumptions made.
3. Diagrams/sketches should be given wherever necessary.
4. Use of logarithmic table, drawing instruments and non-programmable calculators is permitted.
5. Figures to the right indicate full marks.

- 1 (a) What are the strategic, tactic and operational decisions involved in production management firm? Explain. Discuss Role of Production Manager in New Millennium. 12

OR

- (b) What are important methods (systems) of types of production? Explain. Distinguish between the functions of Production Planning and Control in Intermittent and Continuous Production System. 12

- 2 (a) Explain the factors influencing the design of the product. 6

Cont.

(b) Discuss the basic inputs of Material Requirement Planning. 6

OR

(c) Discuss ABC analysis as inventory control technique. 6

(d) A company is requiring 10000 units of raw material per annum. The cost per order is Rs. 20/- per order and inventory carrying cost is 9 % per annum of average inventory per unit. The cost per unit of raw material is Rs. 2.
Find the economic order quantity, the minimum total annual inventory cost. 6

3 (a) Explain in brief ISO 9000 Certification. Enlist and discuss benefits of ISO 9000 Certification. 6

(b) Discuss various types of maintenance system. 6

4 (a) Explain the role of Consumer Behaviour research in improving the effectiveness of Marketing Strategy. 6

(b) Discuss 4 P's of marketing management. 6

5 (a) "Processing of data implies editing, coding, classification and tabulation". Describe in brief these four operations pointing out the significance of each in context of research study. 6

(b) Describe the important measures of central tendency. 6

Government College of Engineering, Amravati
(An Autonomous Institute of Government of Maharashtra)

V Semester B. Tech. (CS / IT)

Winter– 2015

Course Code: CSU 503

Course Name: PRINCIPLES OF MANAGEMENT

Time: 2 Hrs. 30 Min.*

Max. Marks: 60*

- 1) All questions are compulsory.
- 2) Assume suitable data wherever necessary and clearly state the assumptions made.
- 3) Diagrams/sketches should be given wherever necessary.
- 4) Figures to the right indicate full marks.

1. SOLVE ANY TWO

- A] What do you understand by **Human Resource Planning**? Enumerates its aims and activities. **6**
- B] Define '**Managerial Skill**'. Explain various categories of skill of modern management. **6**
- C] With the help of neat sketch explain **MASLOW'S Motivational** theory **6**

2

SOLVE ANY TWO

A Examine the interrelationship between and among the five basic parts of an organization with the help of diagram. 6

B What is organizational analysis and organizational diagnosis? Why are they necessary? 6

C Services like Air Force or Indian airlines are using preventive maintenance schedule for servicing their aircraft fleet. Why? 6

3

SOLVE ANY THREE

A How does computer aid a designer in designing a new product? 4

B State the objectives of material planning and control. 4

C Explain the significance of EOQ with the help of quantity –cost curve. 4

D State the concept and objectives of maintenance. 4

4

SOLVE

A Discuss- "ISO 9000 certification is the ticket to international trade" 6

6 B With the help of neat sketch explain the concept of 'product life cycle'. 6

5

SOLVE

A Discuss in detail the various phases in the life cycle of project. 6

B Describe various sources of finance to meet the cost of project. 6