

Roll No.

Total Pages : 3

209505

Dec., 2018

B.Tech. (ME)-5th Semester

PRINCIPLES OF MANAGEMENT

(ME-309C)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Write important functions of top management.
(1.5) CO1
- (b) Distinguish between management and administration.
(1.5) CO1
- (c) What do you understand by the term 'advertising'?
(1.5) CO2
- (d) What is the difference between Marketing and Sales?
(1.5) CO2

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[P.T.O.]

- (e) What do you understand by intangibility aspects of service? (1.5) CO3
- (f) Which one of SERVQUAL and SERVPERF model for measuring service quality is considered better? Give two reasoning in support of your answer. (1.5) CO3
- (g) What are the objectives of maintenance? (1.5) CO4
- (h) What is corrective maintenance? (1.5) CO4
- (i) What is the use of Pareto analysis? (1.5) CO5
- (j) Enumerate Porter's Five Forces. (1.5) CO6

PART-B

2. What do you understand by the term 'Levels of Management'? Briefly describe the different levels of management. (15) CO1
3. What is marketing mix? Discuss 4 Ps of marketing mix in detail. (15) CO2
4. Discuss SERVQUAL model for measuring service quality. (15) CO3
5. What is TPM? Discuss pillars of TPM in detail. (15) CO4
6. Discuss operations strategy framework for manufacturing. (15) CO6



7. Write short notes on the following :

(a) Force field analysis.

(5) CO5

(b) JIT.

(5) CO5

(c) Six Sigma.

(5) CO5
