

Government College of Engineering, Amravati

Fifth Semester B. Tech. (Computer Science) Course Name: Principles of Management

Winter-2018

CT-II

CourseCode : CSU503 Time:60min

Max. Marks: 15 M

Solve Any Three

- ~~Q.1.~~ With the help of neat sketch, explain "Economic Order Quantity (EOQ)" 5 M
- Q.2 What do you mean by maintenance management. Also explain its classification in detail. 5 M
- ~~Q.3.~~ Explain Job, Batch, Mass production system with the help of example 5 M
- ~~Q.4~~ What is production planning? What are its objectives? 5 M



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- ~~Q.1.~~ With the help of neat sketch, explain "Economic Order Quantity (EOQ)" 5 M
- ~~Q.2.~~ Explain "Product Life Cycle" with help of neat sketch. 5 M
- Q.3. What do you mean by "Marketing Mix". Why "Packaging" is called as fifth 'P' of marketing. 5 M
- Q.4. What is the significance of marketing research. Explain primary and secondary data. 5 M