

B.E. Sixth Semester (Information Technology) (CGS)  
**10740 : Principles of Management : 6 IT 01**

P. Pages : 2

Time : Three Hours



**AU - 2768**

Max. Marks : 80

- Notes :
1. All question carry marks as indicated.
  2. Answer **three** question from Section A and **three** question from Section B.
  3. Assume suitable data wherever necessary.
  4. Illustrate your answer necessary with the help of neat sketches.
  5. Use of pen Blue/Black ink/refill only for writing the answer book.

**SECTION – A**

1. a) What do you mean by managerial control? With neat sketch explain control process? 7  
b) Explain aims & functions of human resource Department? 7

**OR**

2. a) What is "Collective Decision making"? Explain the two phenomenon Risky shift and group think. 7  
b) What is collective Bargaining? Explain the process? 7
3. a) Explain functional organization structure with its advantages & disadvantages? 7  
b) Explain production control with its specific advantages? 6

**OR**

4. a) What is a product system? What are the four types of production systems? 7  
b) What is organization planning? What are the two techniques of organizational planning? 6
5. a) What is product Design? Explain the factors affecting product design? 7  
b) Explain new product development process. State advantages of standardization in it? 6

**OR**

6. a) What is product planning? Explain important constituents of it? 7  
b) A company buys in lots of 500 boxes which is a three month supply. The cost of box is Rs 125 and the ordering cost is Rs. 150. The Inventory carrying cost is estimated @ 20% of unit value?  
Find  
i) The total annual cost of current inventory policy?  
ii) How much is saved by employing economic order quantity? 6

**SECTION – B**

7. a) Describe ISO: 9000 series. 7  
b) Explain "Bath tub curve" failure analysis? 7

**OR**

8. a) Explain Quality audit series? 7  
b) What are various types of maintenance? Give objectives of maintenance management? 7  
9. a) What is marketing management? What are four elements of marketing mix? 7  
b) What are sources of long term finance? 6

**OR**

10. a) What is Marketing research? State its application? 7  
b) What is consumer behaviour? State the various factors affecting consumer behaviour? 6  
11. a) What is a project? Explain the product family tree? 7  
b) Explain Editing, Reporting and Presentation of data? 6

**OR**

12. a) Explain different methods of collecting primary data? 7  
b) Explain objective & need of MIS for efficient running of organization. 6

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