

M.C.A. / P.G.D.C.S. Ist Year First Semester (CGS)

15504 : Principles of Management

1 MCA 4

P. Pages : 2

Time : Three Hours



AV - 3266

Max. Marks : 80

- Notes :
1. Due credit will be given to neatness and adequate dimensions.
 2. Assume suitable data wherever necessary.
 3. Illustrate your answer necessary with the help of neat sketches.
 4. Use of pen Blue/Black ink/refill only for writing the answer book.

1. a) What is Management? Explain different management functions? 6
b) What is Human Resource Planning? What are it's Aims & activities? 7

OR

2. a) Write down the functional responsibilities of system management? 6
b) Define trade union? Explain objectives & functions of trade union? 7
3. Explain various types of production system with suitable example? 14

OR

4. a) Explain organizational planning and stages involved in it. 7
b) What are the production control objectives? State it's significance. 7
5. a) Describe the five stages of design of product? 6
b) Explain the new product development process? 7

OR

6. a) Explain computer aided design? How does it help in product design? 6
b) What is Waste Management? Describe functional elements of Waste Management? 7
7. a) What is Failure Analysis? Describe the failure analysis using Bath – Tub curve. 7
b) Explain the term TQM in detail? 6

OR

8. a) Explain the different types of maintenance system? 7
b) Define ISO 9000. State the standards of ISO. 6

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9. a) Explain the basic element of Marketing Mix. 7
- b) What is advertising? Explain with example how useful advertising is for improving the sale of product? 7

OR

10. a) What is Consumer Behaviour? Explain the various factors affecting consumer behavior? 7
- b) What is Product Management? Also explain product life cycle? 7
11. a) Explain the life cycle of a project? 6
- b) What is MIS? Explain the objectives of MIS? 7

OR

12. a) Explain the types of charts used for presentation of data. 7
- b) Explain the Project Management concept in detail? 6
