



Reg. No. : .....

Name : .....

**Seventh Semester B.Tech. Degree Examination, November 2015  
(2008 Scheme)  
Subject 08.701 : PRINCIPLES OF MANAGEMENT AND DECISION  
MODELLING (MPUS)**

Time : 3 Hours

Max. Marks : 100

**PART – A  
(Compulsory)**

Answer **all** questions. **Each** carries **4** marks : **(4×10=40)**

1. Discuss various management levels and the type of decisions taken by each.
2. Explain how cooperatives are different from other types of organizations.
3. Enumerate the advantages of product and process layouts.
4. Differentiate between mass and craft production stating advantages and disadvantages of each.
5. Explain the contents of Industrial Disputes Act.
6. Elaborate on modern trends in recruitment.
7. Explain the terms i) Slack ii) Dummy activity.
8. Discuss sub-optimization.
9. What is meant by span of control ? Has it increased or decreased in the Internet era ?
10. State the advantages and disadvantages of mathematical modelling.

**PART – B**

Answer **one** question from **each** module. **Each** carries **20** marks : **(3×20=60)**

**Module – I**

11. i) Explain different structures of organization stating the advantages and disadvantages of each.
- ii) “Authority and responsibility go hand in hand” – Give your opinion.



P.T.O.



12. i) Elaborate on various types of ownership of firms.  
 ii) Differentiate between strategy and policy.

### Module – II

13. i) What are the common mistakes in interviewing ?  
 ii) Elaborate on selection procedure.
14. i) If previous period forecast is 42 and previous period actual demand is 40, compute next period forecast for an  $\alpha$  value of 0.1 using exponential smoothing technique.  
 ii) Explain Naïve forecast. What are its advantages over other forecasting techniques ?

### Module – III

15. Solve the following LPP graphically :

$$\text{Maximize } Z = 6x_1 + 9x_2$$

such that

$$x_1 + x_2 \leq 12$$

$$x_1 + 5x_2 \leq 44$$

$$3x_1 + x_2 \leq 30$$

$$x_1, x_2 \geq 0$$

16. Solve the following assignment problem for the cost matrix with jobs and workers. Also compute the cost of such assignment.

	W1	W2	W3	W4
J1	8	26	17	11
J2	13	28	4	26
J3	38	19	18	15
J4	19	26	24	10