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D – 1517

Reg. No. :

Name :

ME



**Seventh Semester B.Tech. Degree Examination, November 2017
(2013 Scheme)**

13.701 : PRINCIPLES OF MANAGEMENT AND DECISION MODELING (MPU)

Time : 3 Hours

Max. Marks : 100

PART – A

Answer **all** questions. **Each** question carries **2** marks.

1. Briefly explain the concept of scientific management.
2. What are the objectives of an organization ?
3. What are the advantages of cooperative organization ?
4. Write about the objectives of good plant layout.
5. What is the difference between recruitment and selection ?
6. List out the advantages of group technology layout.
7. Write about the Kendall's notation in queuing theory.
8. Differentiate between marketing and selling.
9. What are the benefits of market segmentation ?
10. List the practical application of game theory.

P.T.O.



PART – B

Answer **one full** question from **each** Module. **Each full** question carries **20** marks.

Module – I

11. a) Narrate the contribution of F.W. Taylor and Henry Fayol to the field of management. **10**
b) Discuss in detail about the formation of joint stock companies. **10**

OR

12. a) Differentiate between private limited and public limited companies. **10**
b) Discuss in brief the line and staff type of organization giving its merits and demerits. **10**

Module – II

13. What factors are to be considered for the selection of site ? Explain.

OR

14. Explain any three types of employment tests.

Module – III

15. Briefly describe the steps in the market segmentation process.

OR

16. Explain Vogel's approximate method in transportation problem with a hypothesized problem.

Module – IV

17. a) Write the difference between PERT and CPM.
b) What are the steps CPM employ for accomplishing project planning ?

OR

18. Simulation can be conducted by the manipulation of physical model. Justify with example.
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