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E – 3220

Reg. No. :

Name :

**Seventh Semester B.Tech. Degree Examination, June 2018
(2008 Scheme)**

**08.701 : PRINCIPLES OF MANAGEMENT AND DECISION MODELLING
(MPSU)**

Time : 3 Hours

Max. Marks : 100

Instruction : Answer **all** questions in the Part **A** and **any one** question from **each** Module in Part **B**.

PART – A

(Compulsory)

Answer **all** questions. **Each** carries 4 marks.

(10×4=40 Marks)

1. State the steps involved in promotion of a company.
2. Define CPM and PERT with suitable example.
3. Discuss the concept of market segmentation with suitable example.
4. Write Taylor's four principles of scientific management.
5. Explain Maximin, Maximax and Minimax Regret Strategies.
6. Define the concept of marketing.
7. Define line organization and write down its features.
8. Explain decision tree with suitable example.
9. Explain advantages of good plant layout.
10. Explain the terms shares and debentures.

P.T.O.



PART – B

Answer **one full** question from **each** Module. **Each full** question carries **20** marks.
(3×20=60 Marks)

Module – 1

11. Define span of control and discuss factors affecting the span of control. 20
12. Henry Fayol has given fourteen principles of management. List out maximum principles and explain any four of them. 20

Module – 2

13. Discuss Product Life Cycle Concept. What are its draw backs ? 20
14. Define Product layout. List out the important characteristics of layout, advantages and limitations. 20

Module – 3

15. Alpha Limited produces and sells 2 different products under the brand name black and white. The profit per unit on these products in Rs. 50 and Rs. 40 respectively. Both black and white employ the same manufacturing process which has a fixed total capacity of 50000 man-hours. As per the estimates of the marketing research department of Alpha Limited, there is a market demand for maximum 8000 units of Black and 10000 units of white. Subject to the overall demand, the products can be sold in any possible combination. If it takes 3 hours to produce one unit of black and 2 hours to produce one unit of white, formulate the about as a linear programming model. 20
16. The following information is given below about one of the activity : 20

Activity	(1-2)	(2-3)	(2-4)	(3-5)	(4-6)	(5-6)	(5-7)	(6-7)
Pessimistic time (in weeks)	3	9	6	8	8	0	5	8
Most likely time (in weeks)	3	6	4	6	6	0	4	5
Optimistic time (in weeks)	3	3	2	4	4	0	3	2

Draw the network diagram for the above. Calculate :

- i) Variance to each activity.
- ii) Critical path and expected project length.
- iii) The probability that the project will be completed in 23 weeks.