



Reg. No. :

Name :

**Seventh Semester B.Tech. Degree Examination, November 2013
(2008 Scheme)**

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

Time : 3 Hours

Max. Marks : 100

PART – A

Answer **all** questions.

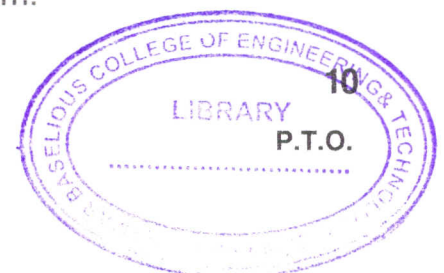
1. Explain the different levels of management.
2. Explain the principles of span of control.
3. What is a project and matrix organization ?
4. State the characteristics of joint stock companies.
5. State the advantages of concentration of industries in a few area.
6. Explain the concept of product layout with suitable examples.
7. Distinguish between safety and industrial safety.
8. What are the functions of sales management ?
9. Explain the differences between feasible solution and basic feasible solution in LPP.
10. Give some practical application of queuing theory. **(10×4=40 Marks)**

PART – B

Answer **one full** question from **each** Module.

Module – I

11. a) Discuss the concepts of scientific management proposed by F.W. Taylor. **10**
b) State the objectives, advantages and limitations of co-operative organizations. **10**
12. a) Explain various functions of management in detail. **10**
b) What type of organizational structure will you select for the following industrial units ? Discuss how you will raise capital for each of them.
 - i) Shipbuilding unit in public sector.
 - ii) Automobile manufacturing unit in private sector.





Module – II

13. a) What are the factors to be considered while selecting an industrial site ? **10**
 b) Explain the objectives of personal management. What are the uses of training ? **10**
14. a) Briefly explain various methods of sales forecasting. **10**
 b) What is meant by Industrial psychology ? What are its applications in industry ? **10**

Module – III

15. A company produces 2 types of hats. Every hat A requires twice as much labor time as the second hat B. If the company produces only hat B then it can produce a total of 500 hats a day. The market limits daily sales of the hat A and hat B to 150 and 250 hats. The profit on A and B are Rs. 8 and Rs. 5 respectively. Formulate the above as LPP and find the optimal solution. **20**
16. a) Solve the following assignment problem. **10**

Employees

		I	II	II	IV	V
Jobs	A	10	5	13	15	16
	B	3	9	18	13	6
	C	10	7	2	2	2
	D	7	11	9	7	12
	E	7	9	10	4	12

- b) Solve the game whose payoff matrix is given below. **10**

		Player A			
Player B		i	ii	ii	iv
i		3	2	4	0
ii		3	4	2	4
iii		4	2	4	0
iv		0	4	0	8