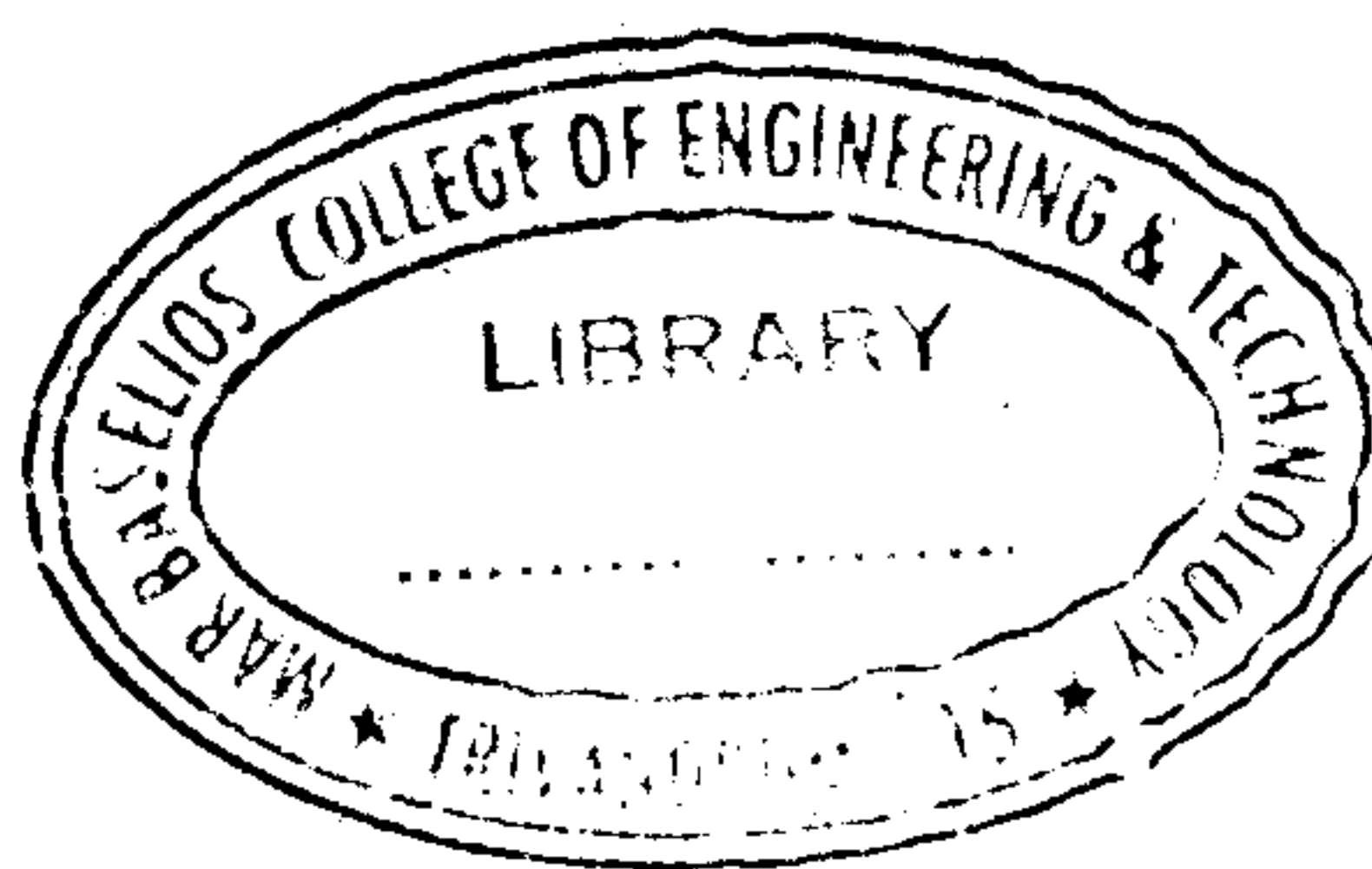


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G – 3712

Reg. No. :

Name :



Seventh Semester B.Tech. Degree Examination, July 2019
(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. What are the criticisms in scientific management?
2. Describe the difference between producers and consumers cooperative society.
3. Briefly explain the elements of good organization.
4. State objectives of personnel management.
5. What are the methods involved in executive training?
6. Safety is first in industry. Justify?
7. What are the requirements for effective market segmentation?
8. What is deterministic and stochastic simulation?
9. What are decision trees?
10. Differentiate between PERT and CPM.

P.T.O.

PART – B

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

Module – I

11. Discuss about the situation where the individual ownership is suitable. Give its merits and demerits. 20

OR

12. Discuss on the system concept of management using suitable examples. 20

Module – II

13. What are the advantages and disadvantages in rural and urban sites for plant layout? 20

OR

14. Discuss about various training concepts and techniques. 20

Module – III

15. List out and explain the five concepts of marketing. 20

OR

16. Explain with an example any one technique used in operation research to solve an optimization problem. 20

Module – IV

17. Discuss the single server waiting line or queuing theory and its assumptions. 20

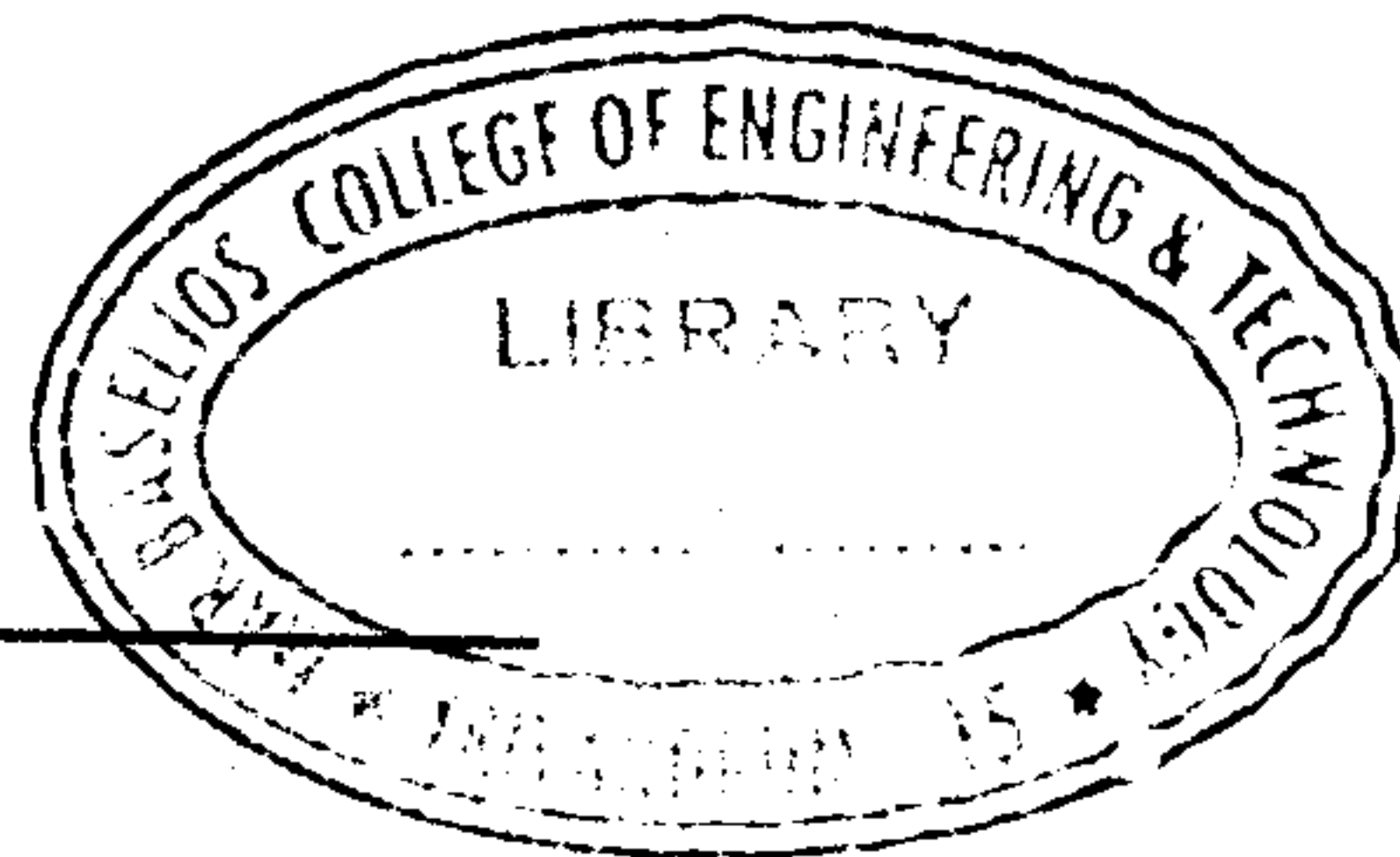
OR

18. Table below gives the schedule of welding activities in an assembly shop

(a) Find the critical path

(b) Determine the slack times for each activity and indicate how you would proceed to improve upon the network.

Activity No	Duration (days)	Activity No	Duration (days)
0-1	2	0-6	1
1-2	4	3-7	8
2-3	2	6-7	3
3-4	5	5-8	3
2-5	1	7-8	5
4-5	1		



20