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B. E. (Seventh Semester) Examination,

April-May 2020/NOV-DEC 2020

(New Scheme)

(Et&T Branch)

MANAGEMENT CONCEPTS & TECHNIQUES

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 28

Note : Attempt all questions. Part (a) of each unit is compulsory and attempt any two parts from (b), (c) and (d).

Unit-I

1. (a) Justify Management is an Art as well as Science. 2
- (b) Explain in detail the functions of Management, giving example wherever necessary. 7

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- (c) What is Fayolism? Explain its fourteen principles. 7
- (d) Explain MBO. What are its advantages & disadvantages? 7

Unit-II

2. (a) Differentiate between Recruitment and Selection. 2
- (b) What is the importance of training to employees? What are different types of training program? 7
- (c) What do you mean by conflict in an organization? What are different reasons of conflict & how can conflict be managed effectively in an organization? 7
- (d) Differentiate between Maslow's and Herzberg's theory of motivation in detail. 7

Unit-III

3. (a) Name the factors that make for micro and macro environment. 2
- (b) What are 4 P's of Marketing Mix? Explain in detail. 7
- (c) What do you understand by B2B? How can you differentiate between B2B and B2C? 7

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- (d) What do you mean by Break Even Analysis? What are its advantages to a company? 7

Unit-IV

4. (a) Name 5 P's of Production Management. 2
- (b) Differentiate between Batch & Project production with their respective characteristics. 7
- (c) What are the basic principles of Material Management? 7
- (d) Differentiate between Pert and CPM. 7

Unit-V

5. (a) Name the types of Business Ownership. 2
- (b) What are the advantages & disadvantages of Co-operative Society? 7
- (c) Differentiate between Public and Private Enterprise. 7
- (d) Write short note on Franchise and NGOs. 7