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Roll No.

328734(28)

B. E. (Seventh Semester) Examination,

Nov.-Dec. 2021

(New Scheme)

(Electronics & Telecommunication 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) State difference between Co-ordination & Co-operation. 2

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- (b) What are the functions of Management? Discuss in details. 7
- (c) What is Delegation of Authority? List its features. Also explain Centralization & Decentralization Authority. 7
- (d) Discuss the role of planning in modern business organization. What are the steps involved in planning process? 7

Unit-II

2. (a) Define Human Resource Management. 2
- (b) What is free rein Leadership? Make a distinction between autocratic & democratic leadership. 7
- (c) Explore sources of conflicts in an organisation. 7
- (d) What is the importance of training for an organization? Discuss the various methods of training. 7

Unit-III

3. (a) What do you understand by B2B marketing? 2

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- (b) What is Marketing Environment? Differentiate between Micro & Macro Environment. 7
- (c) Mention & explain the 'Four Ps' of Marketing Mix. 7
- (d) What do you mean by analysis of Financial Statement? Briefly explain the importance of ratio analysis. 7

Unit-IV

4. (a) Define Maintenance Management. 2
- (b) What are the objectives of & functions of Material Management? 7
- (c) What are the objectives of plant layout? What are the different types of plant layout? 7
- (d) What is PERT? What are its main characteristics? 7

Unit-V

5. (a) Define Sole Proprietor. 2
- (b) Differentiate between Public Ltd. & Private Companies. 7

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- (c) What are the factors affecting choice of Business Organisation? 7
- (d) Write short notes on : 7
- (i) Clubs & Society
 - (ii) Partnership Agreement