

328734(28)

B. E. (Seventh Semester) Examination,

April-May 2021

(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) What are the function of management? 2
- (b) What is the nature and purpose of planning? 7
- (c) What are the function of organization? 7

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- (d) Write a short note on staffing function. 7

Unit-II

2. (a) State vroom expectancy model of motivation. 2
(b) Explain conflict management strategies. What are the core characteristics of organization design? 7
(c) What are the principal of motivation? 7
(d) Write about formal and informal leaders. 7

Unit-III

3. (a) Define Book-keeping. 2
(b) Explain economic model of buyer behaviour. 7
(c) What is the main function of finance manager? 7
(d) Explain advertising and sales promotion strategies. 7

Unit-IV

4. (a) What is material management? 2
(b) What are the criteria of performance of production management? 7

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- (c) What do you mean by maintenance management? Write down the various approach to maintain production system. 7
(d) What is the need for plant layout? Explain. 7

Unit-V

5. (a) Write down the choice of suitable form of business environment. 2
(b) Write down the difference between private and public company. 7
(c) Write short note on clubs and cooperatvie societies. 7
(d) Define following terms : 7
(i) Central government
(ii) Public corporation
(iii) Private sector
(iv) Local government