



Reg. No. :

Name :

Seventh Semester B.Tech. Degree Examination, April 2015

(2008 Scheme)

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

Time : 3 Hours

Max. Marks : 100

PART – A

Answer **all** questions.

1. Define management. Explain the different levels of management.
2. Distinguish between authority and responsibility.
3. Explain Matrix organization.
4. Discuss the concept of partnership organization.
5. Explain the principles of designing a plant layout.
6. Define industrial psychology. What are the objectives of it ?
7. What do you mean by market segmentation ?
8. Explain different applications of Linear Programming.
9. State the characteristics of 'Game theory'.
10. Write notes on decision tree.



(10×4=40 Marks)

PART – B

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

Module – 1

11. a) Discuss the evolution of scientific management.
b) Explain the functions of management.



12. a) Discuss the relationship between controlling and planning function of management.
- b) Explain Joint Stock Companies.

Module – 2

13. a) Define plant layout. Describe the objectives of good plant layout.
- b) Describe cellular layout with its advantages and limitations.
14. a) Explain product life cycle.
- b) Describe the various tests commonly used for employment of personnel.

Module – 3

15. a) Explain North-West corner method to solve transportation problem for an initial solution.
- b) Solve the following assignment problem.

	A	B	C	D
I	1	4	6	3
II	9	7	10	9
III	4	5	11	7
IV	8	7	8	5

16. a) Explain in detail 'crashing of networks'.
- b) Solve the following 3×3 game :

Player B

Player A	3	-2	4
	-1	4	2
	2	2	6

(3×20=60 Marks)