

Reg. No. :

Name :

**Seventh Semester B.Tech. Degree Examination, June 2016
(2008 Scheme)**

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

Time : 3 Hours

Max. Marks : 100

PART – A

Answer **all** questions.

1. Write short notes on classical theory of management.
2. What are the contributions of F. W. Taylor for the development of scientific Management ?
3. Differentiate between line and staff organizations.
4. Define partnership deed. State its content.
5. Define plant layout. What are its objectives ?
6. Discuss the importance of training.
7. Differentiate between sales and marketing.
8. Explain the differences between transportation and assignment problems.
9. Explain minimax principle of game theory.
10. Give the important differences between PERT and CPM. **(10x4=40 Marks)**



PART – B

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

Module – I

11. a) Define planning. State its objectives. Describe the steps involved in planning. **10**
- b) Explain co-operative organization. Compare it with joint stock company. **10**

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12. a) Briefly explain various forms of industrial ownerships practiced in India. 10
b) What is matrix organization ? Compare it with project organization. 10

Module - II

13. a) Describe the various principles of personnel management. 10
b) Explain product layout and process layout. 10
14. a) Explain the scope and objectives of industrial psychology. 10
b) What is market segmentation ? Explain with suitable examples. 10

Module - III

15. a) Solve the following LPP by graphical method :
Minimize $Z = 20X_1 + 10X_2$
Subject to $X_1 + 2X_2 \leq 40$
 $3X_1 + X_2 \geq 30$
 $4X_1 + 3X_2 \geq 60$
 $X_1, X_2 \geq 0.$ 10
- b) Explain the mechanism of queuing process by considering some illustrative situations. Briefly describe a single server queuing model. 10

16. The following table shows the jobs of a network along with their three time estimates in days.

Job	1 - 2	1 - 6	2 - 3	2 - 4	3 - 5	4 - 5	5 - 8	6 - 7	7 - 8
to	3	2	6	2	5	3	1	3	4
tm	6	5	12	5	11	6	4	9	19
tp	15	14	30	8	17	15	7	27	28

- i) Draw the project network.
ii) Find the critical path.
iii) Find the probability that the project is completed in 31 days.