



Reg. No. :

Name :

**Seventh Semester B.Tech. Degree Examination, May 2014
(2008 Scheme)**

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

Time : 3 Hours

Max. Marks : 100



**PART – A
(Compulsory)**

Answer **all** questions. **Each** carries **4** marks.

(4×10=40 Marks)

1. Explain the contributions of Taylor.
2. What are the advantages and disadvantages of sole proprietorship ?
3. Explain matrix organization in words with the help of a diagram.
4. On what basis will you decide the site for your facility ?
5. Differentiate between recruitment and selection.
6. Why safety of workers important for employers ?
7. Give an example for associative forecasting.
8. Explain degeneracy in transportation problems.
9. Discuss bounded rationality.
10. Differentiate between PERT and CPM.

PART – B

Answer **one full** question from **each** Module. **Each full** question carries **20** marks.

(3×20=60 Marks)

Module – I

11. i) Discuss different kinds of project organizations stating the advantages and disadvantages of each.
ii) "Responsibility without authority" ? Give your views and justify your view.



12. i) Elaborate on the principles of management.
 ii) Distinguish between mission, strategy, goals and tactics in an organization.

Module – II

13. Explain the major classification of forecasting techniques. Explain methods coming under each.
 14. Discuss Product Life Cycle concept. What are its draw backs ?

Module – III

15. Draw a network for a simple project of construction. Find ES, LS, EF, LF, Slack for each activity and mark the critical path.

Activity	Immediate Predecessor	Expected Time
A	None	5
B	None	4
C	A	7
D	A	3
E	B, C	6
F	B, C	8
G	B, C	5
H	D, E	6
I	F	7
J	F	4
K	G	6
L	H, I	4
M	H, I	2
N	J, K, L	4



16. Salim manages the campus flower shop. Flowers must be ordered three days in advance from his supplier in Mexico. Although festival day is fast approaching, sales are entirely last minute, impulse purchases. Advance sales are so small that Salim has no way to estimate the probability of low (25 dozen), medium (60 dozen) or high (130 dozen) demand for roses on that day. Make a decision for the payoff table based on each of the following methods.

- a) Maximin
- b) Maximax
- c) Laplace
- d) Minimax regret.



	Demand for roses		
	Low (25 dozens)	Medium (60 dozens)	High (130 dozens)
Order 25 dozen	625	625	625
Order 60 dozen	100	1500	1500
Order 130 dozen	- 950	450	3250