



Name :

Roll No. :

Invigilator's Signature :

CS/M.Tech(BME)/SEM-1/MBMI-102/2011-12

2011

ENGINEERING MANAGEMENT

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Answer any *five* questions.

5 × 14 = 70

1. What is meant by plan and planning ? Describe briefly the steps in planning. Briefly describe SWOT analysis of an organisation. 4 + 6 + 4
2. What are meant by managerial functions ? Contrast these with organisational functions. 4 + 10
3. Define Maslow's hierarchy of needs and its contribution to the theory of motivation. How does it differ from Herzberg's theory of motivation ? 8 + 6

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4. When you become a manager, what criteria will favour to determine your span of management ?
5. Explain the communication process. What are the factors that can cause a break in communication ? Explain citing an example.
6. If you are a manager, would you decentralize authority ? State several reasons for your answer.
7. What is meant by MBO ? What are its features ? What steps should be taken to introduce it in an organisation ?

6 + 8

4 + 10

4 + 4 + 6
