BName : ....

Roll No. : ....

Invigilator's Signature : ....

CS/M.Tech(ECE)/SEM-3/MCE-301/2012-13

2012

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.*

GROUP – A

(Objective Type Questions)

1. Answer any *ten* of the following very briefly :   10 × 2 = 20

    i)   Who proposed the theory of scientific management ?

    ii)   What is judgement sampling ? In which type of research
          work is it used ?

    iii) What is deductive and inductive research work ?

    iv)   What is a conglomerate diversification ?

    v)   Define horizontal and vertical integration.

    vi)   Name the extended marketing mix elements used in
          marketing of services.

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vii) Define capital budgeting.

viii) What do you understand by behavioural learning ?

ix) What do you understand by IPR ?

x) Define the concept of managerial grid.

xi) What is an nominal scale ?

xii) What is MBO ?

GROUP – B
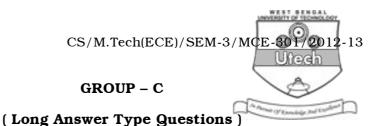### (Short Answer Type Questions)

Answer any *four* of the following.   4 × 5 = 20

2. Write a short note on contingency theory of management.

3. Explain in brief, the technology life cycle and its diffusion.

4. Explain in brief, the GE's 9 cell matrix and its significance.

5. Enumerate the Porter's competitor analysis framework.

6. Give a brief idea about the modern teaching-learning process.

7. What do you understand by strategic alliance ? Explain with examples.

GROUP – C

(Long Answer Type Questions)

Answer any *two* of the following. 2 × 15 = 30

8. a) Explain the process of innovation adoption in an organisation.

   b) State the impact of technology transfer in production/ operation process on national economy.

   c) Explain the technology life cycle and its significance.

   5 + 7 + 3

9. a) Explain the different formats of grand and generic strategies adopted by a firm.

   b) What do you understand by Business Process Re-engineering ? 10 + 5

10. a) Explain the major laws of learning.

    b) What are the modern teaching aids used in technical learning ?

    c) How to prepare a good lesson-plan ? 5 + 5 + 5

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