



Name :

Roll No. :

Invigilator's Signature :

**CS/M.TECH (EE-PS)/SEM-3/EMM-301/2012-13
2012**

INTRODUCTION TO 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 Question No. **1 (Group-A)** and
any two from each of the **Group-B** and **Group-C**.

GROUP – A

Answer any seven questions.

7 × 2 = 14

1. Choose the correct answer with a brief justification :

i) WTO was formed in the year

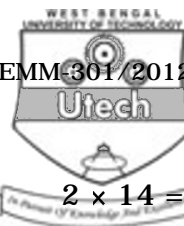
- | | |
|---------|----------|
| a) 1994 | b) 1995 |
| c) 1996 | d) 1997. |

ii) Which of the following is not treated as the Intellectual
Property Rights ?

- | | |
|----------------|---------------|
| a) Patent | b) Copyrights |
| c) Trade marks | d) Goodwill. |



- iii) Which of the following is primary data collection method ?
 - a) Internet
 - b) Govt. data
 - c) Questionnaire
 - d) None of these.
- iv) Which of the following is performed at the end of research method ?
 - a) Data verification
 - b) Preparation of research report
 - c) Hypothesis testing
 - d) None of these.
- v) In a classroom, communication takes place through
 - a) Verbal mode
 - b) non-verbal mode
 - c) both verbal and non-verbal modes
 - d) none of these.
- vi) The approach to learning that views that memory plays an important role in learning is the
 - a) Cognitive approach
 - b) Gestalt approach
 - c) Constructivist approach
 - d) none of these.
- vii) In a classroom we have the learners.
 - a) Visual
 - b) Auditory
 - c) Kinesthetic
 - d) All of these.
- viii) To help students to find answer to a question a teacher may use
 - a) closure
 - b) understand
 - c) probing
 - d) none of these.



GROUP - B

Answer the following questions. $2 \times 14 = 28$

2. a) What is learning ? Is learning equivalent to performance ? Explain Classical conditioning and Operant conditioning theory. $2 + 2 + 5 + 5$

OR

- b) What do you mean by classroom management ? Mention some techniques of effective classroom management. What are the barriers to proper classroom management ? $2 + 6 + 6$

3. a) What is questionnaire ? Discuss some advantages and disadvantages of questionnaire. $2 + 6 + 6$

OR

- b) What is correlation coefficient ? Calculate correlation coefficient from the following data : $2 + 12$

X :	31	25	29	30	27
Y :	52	43	49	54	50

GROUP - C

Answer any two questions. $2 \times 14 = 28$

4. a) Distinguish between Feasibility and Viability of a Project. Mention few causes which affect Project Viability.

- b) What is SWOT Analysis ? Explain its importance. $7 + 7$

5. a) Discuss the procedure of obtaining patent.

OR

- b) Mention the areas in which the Copyright is applicable. Write a note on Ownership of Copyright. $4 + 10$

OR

- c) What is Patent Register ? What are the actions taken for Infringement of Patent ? $4 + 10$



6. a) Explain Payback Period in a project investment decision. What are its limitations ?
- b) The following details relate to 2 mutually exclusive projects, Project-A and Project-B. Find out Discounted Payback Period for both the projects and give your comments.

Both the projects are of 5 years life and require an initial outlay of Rs. 10,000. Consider cost of capital as 10%.

Year	PV of Re. 1 at 10%	Cash flows (Rs.)	
		Project-A	Project-B
1	0.909	5,000	2,000
2	0.826	4,000	4,000
3	0.751	3,500	6,000
4	0.683	2,500	4,000
5	0.621	1,500	4,000

4 + 10

7. a) PERT is considered to a better tool than Gantt chart for handling a complex project with multivarious activities. Explain.
- b) The duration and variable costs associate to each activity of a project are given below. Determine the optimal duration and completion cost of the project.

Activity	Normal time (days)	Crash time (days)	Normal cost (Rs.)	Crash cost (Rs.)
1 - 2	2	2	1,000	1,000
1 - 3	4	3	3,000	3,500
2 - 4	4	2	4,000	6,000
3 - 4	4	2	1,000	4,000

For the project a fixed cost of Rs. 2,500 is required to incurred per day till the project completed. 2 + 12