



Name :

Roll No. :

Invigilator's Signature :

CS/M.Tech (EECI)/SEM-3/EMAN-301/2011-12

2011

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.*

GROUP – A

1. Answer with justification : 7 × 2
- i) Which one is the example of intangible property ?
 - a) cash at bank b) patent
 - c) machinery d) all of these.
 - ii) In which of the following alternatives 'Artistic and Musical works' are associated
 - a) patent b) trademark
 - c) copyright d) all of these.
 - iii) Hypothesis is
 - a) a tentative statement regarding two or more variables
 - b) a subject of population
 - c) an unpredicted statement
 - d) none of these.
 - iv) Secondary data can be collected through
 - a) online database b) case studies
 - c) mechanical devices d) observation.



- v) The approach to learning that views that all knowledge is constructed from a base of prior knowledge is the
- Behavioural approach
 - Gestalt approach
 - Cognitive approach
 - Constructivist approach.
- vi) To help students to find the answer to a question a teacher may use
- closure
 - cuing
 - probing
 - pacing.
- vii) Student will be able to 'identify the errors in a programme written in C++' is an example of an instructional objective at the level of
- remember
 - understand
 - apply
 - analyze.

GROUP – B

Answer any *two* of the following. $2 \times 14 = 28$

2. Find two regression equations from the following data :

X :	6	2	10	4	8	12	14	16
Y :	9	11	5	8	7	11	16	18

Also estimate the value of x when $y = 7.2$. $12 + 2$

3. a) What are the basic criteria for design a curriculum ? 2
- b) Explain organization of a technical curriculum. 3
- c) Mention the stages in curriculum development process. 3
- d) State the purposes of preparation of instructional objectives. 3
- e) Differentiate between 2 instructional strategies. 3
4. a) State the definition of teaching skill. 2



- b) State, in a tabular form, the relationship between
- 8 learning phases,
 - components of teaching skill and
 - phases of classroom instructional plan. 4
- c) Differentiate between formative and summative evaluation. 2
- d) In trial stage of preparation of items an objective type test was administered on 120 students.

The distribution of correct responses for 3 items is shown below. All items were responded by all students.

	Total No. of correct responses		
	Item 1	Item 2	Item 3
1-12	8	2	9
13-108	90	80	52
109-120	2	8	9

Calculate :

- FV & DI of each item and
 - On the basis of these values interpret appropriateness of each item from the view point of selection of the items for inclusion in a question bank. 3 + 3
5. a) Define learning. 2
- b) Define reinforcement. 2
- c) Explain the major difference between positive reinforcement and negative reinforcement with an example. 4
- d) Compare cognitivism and constructivism based on their applications in the learning teaching system. 6

GROUP – C

Answer any *two* of the following. $2 \times 14 = 28$

6. a) Discuss the importance of intellectual property rights. 8
- b) Discuss about different types of patents. 6



7. Explain in detail the procedure of registration of trademark. 4
8. a) With respect of PERT explain the following : 4
- Node
 - Dummy activity.
- b) From the following data pertaining to project P draw a PERT diagram. 10

Indicate earliest start and latest finish of the activities; determine the critical path and the project completion time.

Activity	Expected duration (week)
1 — 2	6
1 — 3	12
2 — 4	13
3 — 4	5
3 — 5	16
4 — 5	7

9. a) 'Cost-Benefit Analysis' is an important tool for determining economic feasibility of a project. Discuss. 4
- b) A Ltd. is considering purchase of a new machine. Two alternative machines X & Y are available, each costing Rs. 4,00,000. Expected net cash inflow from both the machines are given below : 10

End of Year	Machine X Rs.	Machine Y Rs.
1	60,000	2,40,000
2	1,20,000	1,80,000
3	1,80,000	1,20,000
4	2,40,000	60,000

The cost of capital for the company is 10%. You are required to recommend the better alternative to the management of the company.

The PV factor at 10% :

Yr.	1	2	3	4
PV factor	0.909	0.826	0.751	0.683