



Name :
Roll No. :
Invigilator's Signature :

CS/M. TECH (FT)/SEM-2/PGFT-204/2012

2012

MANAGEMENT PRINCIPLES

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 any *five* questions. $5 \times 2 = 10$
- a) What are CPM and PERT ?
 - b) What are work study and Merit rating ?
 - c) What is personnel Management ?
 - d) What is EOQ ?
 - e) What is Materials Resource Planning ?
 - f) What are operation research techniques ?

GROUP – B

Answer any *four* questions : $4 \times 15 = 60$

2. Describe the contribution of Frederick Taylor in scientific Management. Describe the functions of managers.
3. a) What are the types of plans ?
b) What are the factors influencing the span of management ?



4.
 - a) What are the different types of departmentation ?
 - b) Describe the nature of line and staff relationships.
 5. A manufacturing company purchases 9000 parts of certain machine to meet the annual demand. Each part costs Rs. 20 and the ordering cost/ order is Rs. 15. The carrying charges are 15% of the average inventory per annum. Calculate optimum size of order, number of order placed in a year, annual inventory carrying cost, annual ordering cost and annual expected cost.
 6. What is the difference between Marketing and Sales ? What are segmentation, targeting and positioning ?
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