

**324713 (36)**

BE (7<sup>th</sup> Semester)  
Examination, Nov.-Dec., 2013

Branch : Electrical

**MANAGEMENT CONCEPTS & TECHNIQUES**

*Time Allowed : Three Hours*

*Maximum Marks : 80*

*Minimum Pass Marks : 28*

Part (a) from each question carrying 2 marks is compulsory. Attempt any two parts from (b), (c), (d).

- (a) Write the objectives of planning.
- (b) Define decision making. What are the steps associated in decision making process?

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(c) What is delegation of authority? What are the principles of delegation?

(d) Explain various skills required by managers at different levels in industries.

Q 2. (a) What is the basic difference between marketing and selling?

(b) Advertising is the only means of selling. Evaluate the statement.

(c) What is Break-Even Analysis? Explain how BEP is determined.

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(3)

(d) Define :

(i) Debt Equity Ratio

(ii) Current Ratio

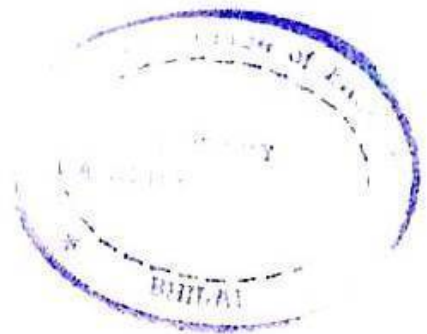
(iii) Quick Ratio

(iv) Operating Ratio

A company has a current ratio of 4.5 : 1 and

Quick Ratio 3 : 1. If the stock is Rs. 36,000,

find the current assets & current liabilities.



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(b) What are the essential features of plant layout?

the layout of a factory considering the

process & movement of material.

(c) What is inventory control? Explain

concept of Economic Order Quantity

derive an expression for EOQ.

(d) Draw a PERT network for the following

activities. Show the critical path. Find

project duration & calculate slack time for

identified activities.

Activity	1-2	2-3	3-7	2-4	4-7	1-5	5-6
Duration (weeks)	5	7	9	6	3	4	5

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Q. 3. (a) Name the different types of maintenance practices in the industries.

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Q. 4. (a) Name the needs of information system in an organization.

(b) What are the characteristics of a good information system ?

(c) Explain the role of MIS in accounting & finance department in an organization. 7

(d) What is Statistical Quality Control ? Explain the main features.

Q. 5. (a) What is Technology Management ?

(b) Profit making is the sole objective of a business organization. Discuss.

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