

Roll No.



324713(36) BHEL.M

B. E. (Seventh Semester)
EXAMINATION, Nov.-Dec., 2014
(Old Scheme)
(Branch : Electrical)
MANAGEMENT CONCEPTS AND
TECHNIQUES

Time : Three Hours]

[Maximum Marks : 80

[Minimum Pass Marks : 28

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

Unit—I

1. (a) Mention any *four* qualities possessed by a leader. 2
- (b) Explain whether management is an art and/or science. 7

[2]

324713(36)

- (c) What are the basic functions of Top/Middle/Lower levels of management in an organization ? Explain the emphasis on planning at each level. 7
- (d) Discuss various principles of organization. 7

Unit—II

2. (a) Name the sources of finance for any industrial organization. 2
- (b) Explain the functions of marketing management. 7
- (c) Advertising is the key factor for the success of business. Explain your views. 7
- (d) (i) Define Quick ratio, Debt-Equity Ratio, Net Profit Ratio. $3\frac{1}{2}$
- (ii) The sale of a company is 10000 units. Selling price ₹ 20 per unit, Variable cost ₹ 10 per unit. If the fixed cost is ₹ 80,000, find the break-even point and the profit. $3\frac{1}{2}$

Unit—III

3. (a) Name different types of maintenance practices in the industries. 2
- (b) What are the different machines/equipments used for movement of materials in industries ? What are the considerations in planning the layout for material movement ? 7

[3]

324713(36)

- (c) Derive an expression for Economic Order Quantity explaining relationship between the cost and quantity. 7
- (d) The duration of activities in a project is given in the following table :

Activity	Duration (Days)	Cost Thousand (₹)
1—2	4	8
2—3	6	12
3—5	5	8
2—4	4	10
4—5	3	7
5—6	3	9

Draw the network diagram. Show the critical path and total project duration and cost. Show Earliest Event Time (E) and Latest Event Time (L). 7

Unit—IV

4. (a) What are the different components of an information system? 2
- (b) Explain the role of MIS in production management. 7
- (c) Write notes on the following : 7
- (i) Expert system
- (ii) MIS and Decision-making

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[4]

324713(37)

- (d) What are the factors affecting quality of a product? Explain the need of quality control. 7
5. (a) Define value chain. 2
- (b) The main objective of any business organization is to maximize profit. Comment on this statement. 7
- (c) How can the SWOT analysis help the management? 7
- (d) What is technology management? How does it help the organization? 7