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B.E / B.Tech (Part Time) DEGREE END SEMESTER EXAMINATIONS, APRIL / MAY 2014

CIVIL ENGINEERING

SEVENTH SEMESTER

PTCE 381 / PTCE 9401 & PRINCIPLES OF MANAGEMENT

(REGULATION 2005 / 2009)

Time : 3 Hours

Answer ALL Questions

Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. Distinguish Public and Private Enterprises.
2. What is the use of PERT analysis?
3. What do you mean by Marketing?
4. What is the concept of Payback?
5. What is the use of ABC analysis?
6. Why do we need Vendor Evaluation?
7. Differentiate Wage and Salary.
8. What do you mean by Labour Turnover?
9. What is the use of Project Accounting?
10. What is the significance of Resource Analysis?

Part – B (5 x 16 = 80 marks)

- 11 i. Explain the functions of the Manager ? (8)
- ii. Discuss about the activities involved in Scheduling in Production Management. (8)
- 12 a) i. Elaborately Discuss about the various bases for Segmenting the Market. (12)
- a)ii. Write about the limitations of Market Reserch. (4)

OR

- b) i. Discuss the steps involved in the Market Planning Process. (12)
- b)ii. Explain the factors considered in the Appraisal of Projects. (4)
- 13 a)i. Discuss the situations where Leasing of Equipment is better than Buying. (16)
- OR**
- b)i. List the factors to be considered while Evaluating Vendors. (16)

- 14 a) i. Explain the functions of Company Union Relationship. (8)
- a) ii. Discuss in detail about the various causes for Grievance? (8)

OR

- b) i. Explain the various methods of Recruitment Practices. (8)
- b) ii. Discuss about the various dimensions of Conflict? (8)
- 15 a) i. Explain in detail about the steps involved in the preparation of DPR. (16)
- OR**
- b) i. Explain the different methods of Scheduling a Project using a Case Study. (16)

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15.4.14