

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**B.E / B.Tech ( Part Time ) DEGREE ARREAR EXAMINATIONS, NOV / DEC 2013**

**CIVIL ENGINEERING BRANCH**

**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. List out "objectives of Scheduling".
2. Enumerate four "functions of management".
3. What is esprit de corps?
4. Define "Market Planning" and "Market Positioning".
5. Describe different objectives of planning?
6. List out types of investment appraisal.
7. Compare delegation with decentralization?
8. Distinguish between management and administration
9. State any two merits of equity theory.
10. What do you understand from current liabilities?

**PART – B ( 5 x 16 = 80 marks)**

11. Describe the different methods of scheduling a construction project and (16)  
explain the advantages and disadvantages of each.
12. a) (i) Describe Henri Fayol's - 14 Principles of Management. (10)  
a) (ii) Differentiate between Private sector and Public sector Enterprises. (6)

**OR**

- b) (i) Explain various types of business operations related to principles of (10)  
management.
- b) (ii) State the differences between PERT and CPM and list out advantages (6)  
and disadvantages of both the techniques.

13. a) (i) What is Marketing and elucidate nine functions of marketing. (8)  
a) (ii) Discuss about 4 P's of Marketing. (8)

**OR**

- b) (i) Distinguish between "Cost Accounting Vs Financial Accounting". (8)  
b) (ii) Describe the various methods of performance appraisal elaborately. (8)

14. a) (i) Discuss various factors to decide the vendor rating. (8)  
a) (ii) Define material management and present its primary & secondary Objectives? (8)

**OR**

- b) Illustrate ABC analysis, VED analysis and FSN analysis with examples. (16)

15. a) (i) Compare Internal Recruitment and External Recruitment with their advantages and disadvantages (8)  
a) (ii) "Recruitment Strategy: A six step approach" – Discuss. (8)

**OR**

- b) (i) Define Human Resource Management and exemplify its scope and objectives. (8)  
b) (ii) Discuss the characteristics, sources and functions of organizational culture? (8)

-----