

C 26748

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Name.....

Reg. No.....

**SIXTH SEMESTER B.TECH. (ENGINEERING) DEGREE EXAMINATION
MAY 2012**

**EC/PTEC/AI/EE/PTEE/BM/IC 09602—PRINCIPLES OF MANAGEMENT
(2009 Admissions)**

Time : Three Hours

Maximum : 70 Marks

Answer Section A and B in separate answer books.

Section A (Engineering Economics)

Part A

Answer all questions.

1. Define Economic efficiency. (2 marks)
2. What is the aim of value analysis ? (1 marks)
3. What is process planning ? (2 marks)

Part B

Answer any two questions.

4. Explain inflation and Deflation. (5 marks)
5. Explain the time value of Money. (5 marks)
6. Explain the functions of commercial Banking. (5 marks)

Part C

7. Discuss the Law of Supply and Demand. (10 marks)

Or

8. Discuss the Economic Policy Reforms in India. (10 marks)
9. Explain in detail about :

- (a) Single payment compound amount factor.
- (b) Equal payment series capital recovery factor.

(10 marks)

Or

10. Discuss the various methods of Project analysis. (10 marks)

Turn over

Section B (Principles of Management)**Part A***Answer all questions.*

1. Define Management. (2 marks)
2. Define Profit and Loss. (2 marks)
3. What is the significance of PERT ? (1 marks)

Part B*Answer any two questions.*

4. Explain the decision making process. (5 marks)
5. Briefly explain financial management. (5 marks)
6. With a simple example, explain Balance Sheet. (5 marks)

Part C

7. Describe the principles and types of an Organizational structure. (10 marks)

Or

8. Discuss in detail about Human Resource Management. (10 marks)
9. Discuss in details about the basics of accounting. (10 marks)

Or

10. Discuss in detail about the basic concepts of Marketing management. (10 marks)