

AD - 1880

First Semester M. C. A. -I Examination

PRINCIPLES OF MANAGEMENT

• Paper - 1 CS 9/1 MCA 4

Time : Three Hours]

[Max. Marks : 80

- N. B. :
- (1) Due credit will be given to neatness and adequate dimensions.
 - (2) Assume suitable data wherever necessary.
 - (3) Illustrate your answers wherever necessary with the help of neat sketches.
 - (4) Use pen of Blue/Black ink/refill only for writing the answer book.

1. (a) How is the term 'System' defined in the system approach to management ? Also, differentiate between 'Open System' and a 'Closed System' utilizing neat sketches. 7
- (b) Describe the main techniques employed in general management. Explain the key areas in which management techniques help general management. 7

OR

2. (a) What do you understand by human resource planning ? Enumerate its aims and activities. 7

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Contd.

(b) What is manpower supply forecasting ? Explain the four dimensions of manpower supply.

7

3. (a) Draw a diagram illustrating the functional classification of production management decisions.

7

(b) Explain the management process in production management decisions.

7

OR

4. (a) What is production requirement planning ? Illustrate with a diagram.

7

(b) What is backward and forward scheduling ? Explain in detail with the help of diagram.

7

5. (a) Discuss the meaning of research, design and development. Illustrate by reference to any engineering product with which you are familiar, how advances in design have been made possible through the application of research methods.

7

(b) "Thinking cannot be timed". Discuss this statement with particular reference to the design of the product.

6

OR

6. (a) What are the sources of new product ideas used in the organisation you are familiar with ? Evaluate them with respect to their potential as good sources of ideas.

7

(b) Explain the need for integrated management of new product development.

6

7. (a) "TQM is a new approach to improve the effectiveness and flexibility of an organisation as a whole". Explain this statement in detail.

7

(b) Explain the purpose of maintaining a "Reliability long" in a plant and quantity the plant reliability.

6

OR

8. (a) Describe the key features of a maintenance system with regard to :

(a) Input (b) constraints

(c) Output (d) Decision variables

(e) Performance criterion

7

(b) Define the objectives of maintenance management, with some present-day examples.

6

9. (a) Define 'Marketing' and distinguish it from 'Selling'. 6

(b) What are the levels, involved in analysing a service product ? How would you analyse the service provided by -

(a) an educational institution

(b) a consultancy organisation

(c) a government organisation on a social cause like better environment ? 7

OR

10. (a) What do you understand by Consumer behaviour ? Discuss the process of decision-making and response which leads to a simple consumer behaviour model. 7

(b) Define and explain the following terms :

(a) Finance (b) Financial management

(c) Treasurer (d) Controller 6

11. (a) Discuss in detail various phases in the life cycle of a project. 7

(b) 'Information' is a important resource. Discuss its special characteristics and show through a block diagram how information is processed. 6

OR

12. (a) Show how the components of a management information system are interrelated. Also show how an MIS can facilitate the general function of management. 7

(b) Explain in brief various types of industrial project. 6