

AE - 2321

M. C. A. First Year / PGDCS First Semester (New)

**Principles of Management**

Pages : 4

**1 CS 9 / 1 MCA 4**

Time : Three Hours

Max. Marks : 80

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

1. a) Explain the process of human resource planning with a neat sketch. Discuss various aspects of manpower demand forecasting. **7**
- b) Explain the importance of manpower productivity and manpower costs in the process of manpower planning. **7**

**OR**

2. a) Define the terms 'Recruitment' and 'selection'. How do they differ from each other ? Discuss in detail. **7**

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P.T.O.

b) What is a trade Union ? Explain the working of four major national level federations in India. 7

3. a) What do you understand by organisation planning ? Briefly explain the two main techniques of organisation planning. 7

b) List the seven-step sequence for setting the process of organisation design into action. 7

OR

4. a) Describe the objectives of production planning. Illustrate the process of planning with a schematic diagram. 7

b) Illustrate the procedure for planning, organizing and controlling decisions in production systems. 7

5. a) List and explain the need for the Information which should be written into a design specification. 7

b) What is product designing ? Describe the factors determining the design of a product. 6

OR

6. a) What are the major orientations Involved in new product development ? Explain them briefly. 7

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b) A company buys in lots of 500 boxes which is a three-monthly supply. The cost of the box is Rs. 125.00 and the ordering cost is Rs. 150.00. The inventory carrying cost is estimated at 20 percent of the unit value find

a) The total annual cost of existing inventory policy, and

b) How much money would be saved by employing the economic order quantity ? 6

7. a) What do you understand by maintenance management ? Define its importance in the Indian context. 7

b) Define work measurement techniques. Explain how these techniques can be usefully applied in a maintenance department. 6

OR

8. a) What are the difference types of maintenance system ? Give some examples for each alternative system ? You may take the example of Maruti car, motor cycle or any other item of your choice for elaborating your answer explicitly. 7

b) What is TOM ? How is this technique effective in an organisation ? Explain. 6

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PT.O.

9. a) How does social marketing differ from business marketing in terms of objectives, approaches and applicability of '4Ps'. 7
- b) Explain the group of Individual factors. Which influence the price of the products. 6

**OR**

10. a) What do you understand by the word 'Marketing' Give your comments. Identify at least 10 products and services that are being currently marketed in India. 7
- b) Outline the different method of pricing. Discuss each of them in detail. 6
11. a) Name the various activities associated with Implementation phase of the project life cycle. 7
- b) What is a 'Feasibility report' ? What types of data is required for its preparation. 6

**OR**

12. a) How do you differentiate between planning and control activities in an organisation ? 7
- b) Define the terms 'data' and information. Discuss the difference between data & Information. Give example. 6

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