B. TECH.

(SEM. VIII) EXAMINATION, 2006-07

PRINCIPLES OF MANAGEMENT SCIENCES

Time : 3 Hours] [Total Marks : 100

Note : Attempt all questions.

1 Attempt any two parts of the following : 10+10
   (a) “Management is all about creating value for stakeholders.” Comment.
   (b) “Leading is influencing people to achieve organizational goals.” Discuss the statement.
   (c) “Barriers in communication are mainly due to lack of planning” while commenting on the statement also discuss the important tips for effective communication.

2 Attempt any two parts of the following : 10+10
   (a) Distinguish between man and machine charts and SIMO charts.
   (b) How will you design work place, tools and equipments for carpet industry?
   (c) A production supervisor is considering how he should assign the four jobs that are to be performed, to four of the workers working

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under him. Help him in assigning the jobs to the workers such that the aggregate time to perform the jobs is the least, based on the following past information.

<table>
<thead>
<tr>
<th>Workers</th>
<th>job</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A</td>
</tr>
<tr>
<td>1</td>
<td>45</td>
</tr>
<tr>
<td>2</td>
<td>57</td>
</tr>
<tr>
<td>3</td>
<td>49</td>
</tr>
<tr>
<td>4</td>
<td>41</td>
</tr>
</tbody>
</table>

3 Attempt any two of the following: 10+10
(a) “Strategy and policy mean one and the same.” Comment and explain the strategic planning process.
(b) Explain the decision making process with an example.
(c) Discuss the various qualitative and quantitative methods for forecasting.

4 Attempt any two parts from the following: 10+10
(a) With the help of an example, illustrate EOQ model of inventory management.
(b) How will you determine re-order point? Is it different under continuous review system and periodic review system?
    “ABC analysis is very useful Inventory Control.” Discuss and explain the analysis.
5 Attempt any two parts from the following: 10+10

(a) “Marketing and selling mean one and the same.” Comment and discuss the concept of marketing.

(b) Explain as to how companies select, motivate and evaluate channel members.

(c) Discuss the role of personal selling in an organization.