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Code No: 156DT

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech III Year II Semester Examinations, February/March - 2022

FUNDAMENTALS OF MANAGEMENT FOR ENGINEERS

(Common to CE, EEE, ME, ECE, EIE, AE)

Time: 3 hours

Max. Marks: 75

Answer any five questions
All questions carry equal marks

- 1.a) Define Management. Explain different Functions of management with suitable examples.
b) Discuss different types of plans used in the organisation. [8+7]
2. Brief on evaluation of management, role of manager and describe the importance of MBO in Indian firms. [15]
- 3.a) Differentiate between Centralization and Decentralization by taking organisation into consideration.
b) Explain different steps in Human Resource planning process. [8+7]
- 4.a) What are the different types of organisation Structure and explain with its advantages and disadvantages?
b) Examine the methods of performance appraisal. [8+7]
- 5.a) What are the different principles of Plant Layout.
b) Explain EOQ Analysis with Graphical explanation. [8+7]
- 6.a) Identify and explain different elements of Method study and Work study with the help of block diagrams.
b) Brief on elements of six-sigma and business process re-engineering. [8+7]
- 7.a) Define Marketing Management and explain different functions of Marketing.
b) Choose any company of your choice and explain different Market Segmentation Strategies of that company. [7+8]
- 8.a) Define Project Planning. Explain the different steps involved in Project Planning.
b) Identify the role of Program Evaluation and Review Technique (PERT) in Project Management. [7+8]

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