

Code No: 156DT

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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech III Year II Semester Examinations, August - 2022

FUNDAMENTALS OF MANAGEMENT FOR ENGINEERS

(Common to CE, ME, ECE, EIE, MIE)

Time: 3 Hours

Max.Marks:75

**Answer any five questions
All questions carry equal marks**

- 1.a) Define the term 'Management' and discuss its scope.
b) Explain the various levels of management in an organization. [6+9]
- 2.a) Explain the role of managers in a present business content.
b) Discuss in detail about MBO. [8+7]
- 3.a) Discuss organizational structure and its importance.
b) Explain the need for re-centralization. [8+7]
- 4.a) Explain the recruitment and selection process of an organization.
b) Write a note on Stress Management Practices. [9+6]
- 5.a) Explain about 'Operations Management'.
b) Explain types of Production. [6+9]
6. Explain about:
a) Deming's contribution to quality
b) ABC analysis in inventory management. [7+8]
- 7.a) Discuss about need and importance of Market Segmentation.
b) What is Digital Marketing? In what way it is different form Network marketing? [8+7]
- 8.a) Define the term Project and explain about Project Life Cycle.
b) Discuss the importance of project cost analysis. [7+8]

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