

R18

Code No: 156DT

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech III Year II Semester Examinations, January/February - 2025

FUNDAMENTALS OF MANAGEMENT FOR ENGINEERS

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

Time: 3 Hours

Max. Marks: 75

Note: i) Question paper consists of Part A, Part B.

ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.

iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART – A

(25 Marks)

- 1.a) Explain the methods used by a software company to implement its planning process correctly. [2]
- b) Describe the management functions. [3]
- c) If you are a manager of a multinational company having operations all across the world and do prefer decentralized authority in the organization. [2]
- d) Brief on organizational change. [3]
- e) Explain the principles of a optimal plant layout. [2]
- f) What are the types of layouts? [3]
- g) What are the types of Markets? [2]
- h) Explain the advantages and challenges of international marketing. [3]
- i) What is Project Management plan? What tools are used for project management? [2]
- j) What are the components of project management? [3]

PART – B

(50 Marks)

2. Ms. Caroline. recently joined as a CEO of a company selling Beauty products in Ontario, Canada. As the company was planning to introduce a new product, she called for a quick meeting to discuss the strategies. The meeting was unpleasant as there was a conflict between the production department and marketing department. While there is a great product with the company, there is clearly an unwillingness from the marketing department to market the product. Within a few days after the meeting, she could smell that the company had been rused with favoritism in the recruitment and promotion of employees, especially in the Marketing department. Some of the employees whom she interacted, attributed this menace to the style of functioning of VP of Marketing. Ms. Caroline had to clean up the system. She was wondering what Management approach would be ideal for the current situation and in the future as well. Choose an appropriate management theory that would help Ms. Caroline to establish a system which would ensure the smooth functioning of the enterprise in achieving its goals. [10]

OR

3. The managerial concept and practice applied in the United States can be transferred to India, Britain, France and Germany. Develop your views by citing suitable management practices in these countries. [10]

4. Uncertainty has become the norm in business today. A critical success factor for organizations today is the ability to adapt their structures, systems and processes to capture these uncertain markets and expand the existing ones. Assume a automobile company changes its corporate level strategy, explain how this change will affect the organizational structure, and functions of organization. [10]

OR

- 5.a) What is 'Human Resource Management' and brief on stress management practices?
b) Discuss the role of Human Resource Information Systems in 'Human Resource Planning' [5+5]

- 6.a) Discuss in detail the Functions of Operation Management.
b) What Factors are to be considered for Plant locations? [5+5]

OR

- 7.a) The main object of TQM is Customer satisfaction and loyalty. Discuss.
b) Define Quality? Distinguish between Product Inspection and Process Control. [5+5]

- 8.a) What are the online marketing channels used in Indian context?
b) How do you vouch for Digital Marketing strategy is more impactful than conventional marketing strategy? Discuss with appropriate reasoning. [4+6]

OR

- 9.a) What is Product Life Cycle? What are the stages involved in Product Life Cycle.
b) What is market segmentation strategy? How to create effective segmentation in marketing? Discuss. [5+5]

- 10.a) What is the project crashing? Discuss the stages involved in the project crashing.
b) What is critical path analysis? Why should project managers gain expertise in critical path methods? Explain. [5+5]

OR

- 11.a) Discuss the key differences between CPM and PERT.
b) Discuss the tools and techniques of project management information systems. [5+5]