

R18

Code No: 156DT

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech III Year II Semester Examinations, March - 2024

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) Define Management. [2]
- b) What do you understand by MBO? [3]
- c) Define organizational design? [2]
- d) State any three objectives of Human Resource Management. [3]
- e) Define Operation management. [2]
- f) What is Business Process Re-engineering (BPR)? [3]
- g) Define Digital Marketing. [2]
- h) What do you understand by Market segmentation? [3]
- i) Define Project Management. [2]
- j) What is crashing of project network? [3]

PART - B

(50 Marks)

- 2.a) Briefly describe the functions of Management.
- b) What are the levels of management? [5+5]

OR

- 3.a) What are the managerial roles and skills in management?
- b) Define Planning. Describe the process of planning with suitable example. [5+5]

- 4.a) Define Centralization. Explain the merits and demerits of Centralization.
- b) What do you understand by Organizational structure and state its features. [5+5]

OR

- 5.a) What are the Stress Management Practices? Explain in detail.
- b) What is meant by performance appraisal? Explain the methods of performance appraisal. [4+6]

- 6.a) Briefly explain Operation Management Principles.
- b) Discuss the methods of production with their suitability. [5+5]

OR

- 7.a) Elaborate basic consideration for selection of method study.
- b) Compare and contrast any ABC & VED inventory techniques. [5+5]

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8.a) Describe the functions of marketing and describe the key drivers of marketing strategies.

b) Brief on role of Supply Chain Management (SCM) in distribution channel design. [5+5]

OR

9.a) Elaborate the stages of product life cycle.

b) Briefly discuss the different types of channel of distribution. [5+5]

10.a) Briefly discuss the steps in project management.

b) What are the network analysis techniques? [5+5]

OR

11.a) Explain the process of project planning.

b) Elicited the Project information system with an example. [5+5]

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