



MARRI LAXMAN REDDY
INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NBA and NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

III B.Tech II Sem Regular End Examination, June 2022
Fundamentals of Management for Engineering
(CIVIL & Mechanical Engineering)

Time: 3 Hours.

Max. Marks: 70

Note: 1. Question paper consists: Part-A and Part-B.

2. In Part - A, answer all questions which carries 20 marks.

3. 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

(10*2 Marks = 20 Marks)

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|-------|---|----|-----|-----|
| 1. a) | What are the functions of Management according to Luther Gullick? | 2M | C01 | BL1 |
| b) | List out the various levels of management and their major responsibilities. | 2M | C01 | BL2 |
| c) | Explain the terms Centralization and Decentralization. | 2M | C02 | BL2 |
| d) | How do you use the following as motivation factors? | 2M | C02 | BL3 |
| | i. Promotion | | | |
| | ii. Demotion | | | |
| | iii. Transfer | | | |
| | iv. Job rotation | | | |
| e) | Briefly explain product layout. | 2M | C03 | BL1 |
| f) | What is ABC Analysis? | 2M | C03 | BL1 |
| g) | Distinguish between selling and marketing. | 2M | C04 | BL3 |
| h) | Distinguish the terms Direct Marketing and Network Marketing | 2M | C04 | BL3 |
| i) | What are the phases of a project life cycle? | 2M | C05 | BL2 |
| j) | Define the terms Float and Slack. Give examples. | 2M | C05 | BL1 |

PART- B

(10*5 Marks = 50 Marks)

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|------|---|----|-----|-----|
| 2 a) | What are the contributions of Taylor towards Scientific Management? Critically evaluate the scientific nature in Taylorism. | 5M | C01 | BL4 |
| b) | What are the various dimensions in managerial roles? Explain. | 5M | C01 | BL3 |

OR

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|------|---|-----|-----|-----|
| 3 | Explain the procedure of strategy formulation and implementation in detail. | 10M | C01 | BL3 |
| 4 a) | Briefly explain the steps in cultural change process. | 5M | C02 | BL2 |
| b) | List out different types of training methods. Discuss any two of the in detail. | 5M | C02 | BL2 |

OR

5 What is departmentation? Explain Product based departmentation with its strengths and weaknesses. 10M C02 BL2

6 a) What is plant layout? Distinguish between product layout and process layouts with reference to their merits and demerits. 5M C03 BL2

b) Explain the inventory with its functions, objectives, advantages and limitations. 5M C03 BL2

OR

7 Explain the purpose of BPR. Explain its scope in the Indian industrial environment. 10M C03 BL3

8 a) What are the functions of marketing? Explain. 5M C04 BL2

b) Describe Market Segmentation procedure. 5M C04 BL3

OR

9 What is Product Life Cycle? Based on marketing mix, explain various strategies at each stage of PLC. 10M C04 BL4

10 a) What is Project Management? Explain the steps involved in Project Management. 5M C05 BL3

b) Distinguish between CPM and PERT. 5M C05 BL3

OR

11 The following table gives a list of activities and their duration. 10M C05 BL4

Activities	1-2	2-5	1-3	1-4	3-5	4-6	5-6
Duration	10	12	6	8	8	8	4

Using above table,

- i. Draw network diagram
- ii. Find EFT and LFT
- iii. Identify the critical path,
- iv. Calculate the project completion time.

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