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**B.E/B.Tech (Full Time) DEGREE END SEMESTER EXAMINATIONS, APRIL/MAY 2012**

**CIVIL ENGINEERING BRANCH**  
**(Common to B.E Geoinformatics)**  
**SIXTH SEMESTER – (REGULATIONS 2004)**  
**CE 381 PRINCIPLES OF MANAGEMENT**

Time : 3 hrs

Max Mark : 100

- Instructions :
1. Draw neat sketches wherever necessary
  2. Answer ALL Questions

**Part A (10 x 2 = 20)**  
**Answer All Questions**

1. Define Management. List out its functions.
2. List out rules to be followed while constructing the CPM/PERT networks.
3. Define Marketing. What do you understand by the term marketing mix?
4. State the sources of finance for a business organization.
5. List out different types of equipments used in the construction industry.
6. What is cost control? Indicate the stages where it is effected.
7. Give a brief on the salient features of collective bargaining.
8. Distinguish between Recruitment and Selection.
9. How a computer based scheduling is superior to manual scheduling?
10. What do you understand by the term "Decision Support System (DSS)"

**Part B (5 x 16 = 80)**

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|---|----|
| 11 i) Describe in detail the role of computer in the construction industry                              | 10 |
| ii) Enumerate and explain the features of the softwares used in the construction industry.              | 6  |
|   |    |
| 12a i) Discuss in detail the Taylor's Principles of management.   | 8  |
| ii) Describe in detail the features, merits and demerits of different types private sector enterprises. | 8  |

(OR)

(PTO)

- 12b i) Explain in detail the term "time – cost trade off". 4  
 ii) A small project has the following characteristics 12

Activity	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Precedence	-	A	A	B	D	D	D	B	C,E	G	F, I,J	K	H,G	M
Duration (Days)	5	2	6	12	10	9	5	9	1	2	3	9	7	8

- i) Draw the network  
 ii) Determine ES, EF, LS and LF  
 iii) Find the Critical Path and Project completion time

- 13a i) What do you mean by market plan? Explain the content and various process involved in the preparation of market plan in detail. 7  
 ii) What do you mean by Market Research? Discuss the various steps involved in market Research. 9

(OR)

- 13b i) Describe the different scope of financial management. 6  
 ii) Differentiate between cost accounting and financial accounting. 4  
 iii) Explain different methods used for the investment decisions. 6

- 14a i) Explain the term Materials planning in detail. 6  
 ii) Explain various methods of controlling the cost. 4  
 iii) The fixed costs for the year 2008-2009 are Rs 8,00,000. Variable cost per unit is Rs. 40. 6  
 The estimated sales for the period are valued at Rs. 20,00,000. Each unit sells at Rs. 200.  
 Find the breakeven point.  
 If Rs. 16,00,000 will be the likely sales turnover for the next budget period, calculate the estimated contribution and profit.  
 If a profit target of Rs. 6,00,000 has been budgeted, compute the turnover required.

(OR)

- 14b i) What do you mean by vendor rating? Explain in detail different methods of evaluating the suppliers. 8  
 ii) Explain the various steps involved in ABC analysis. 4  
 iii) List out the various factors to be considered while planning and selection of construction equipment 4
- 15a i) Discuss the wage policies and compensation systems given to manpower in an industry. 8  
 ii) Explain in detail the manpower policy and planning. 8

(OR)

- 15b i) What do you mean by grievance? List out the principles of grievance handling procedures. 7  
 ii) What are the need and purpose of training the manpower? Discuss various methods of training the employees. 9