

7/5/13

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B.E. (Full Time) DEGREE END SEMESTER EXAMINATIONS, APRIL / MAY 2013

Common to Civil / Geoinformatics

Seventh Semester

CE 9401 – PRINCIPLES OF MANAGEMENT

(Regulation 2008)

Instructions: 1. Assume suitable data if necessary

Answer ALL Questions

Part – A (10 x 2 = 20 Marks)

1. List the various types of business organizations.
2. State and explain the basic concept of PERT?
3. Differentiate between cost accounting and financial accounting?
4. How do you understand the term market?
5. What is meant by ABC analysis?
6. What is meant by systems approach in resource management?
7. State the objectives of human resource management?
8. What is significance of performance appraisal?
9. How do you understand the term project?
10. List the names of any two project management software that are being used in construction.

Part – B (5 x 16 = 80 Marks)

- 11.(a) i. Differentiate between the Sole proprietorship, partnership firms. Discuss each of its merits and disadvantages. (8 Mark)
- ii. List the various functions of management and discuss each one of them in detail with flow charts. (8 Mark)
- 12(a) i. Describe briefly the different functions of marketing management. (8 Mark)
- ii. Discuss the concept of pay back with illustrations from a civil engineering project. Explain the assumptions and limitations of basic EOQ model of inventory. (8 Mark)

(OR)

- 12 (b) i. Briefly explain the chart of accounts that are generally maintained by an organization? (8 Mark)
- ii. State and explain the methods by which the civil engineering projects are appraised. Discuss the various appraisal criteria related to the investments. (8 Mark)

- 13(a) i. What is meant by schedule and cost overrun in projects? Briefly explain the different approaches for scheduling construction projects? (8 Mark)
- ii. Explain briefly and comment about the methods of VED analysis and FSN analysis. (8 Mark)

(OR)

- 13(b) i. Discuss briefly the factors governing the decision of buying versus leasing of equipments. (8 Mark)
- ii. How do you evaluate the vendor and explain the parameters based on which the vendor rating is carried out. (8 Mark)

- 14(a) i. State and briefly explain the significance of man power policy and planning? (8 Mark)
- ii. State and explain the procedure of general selection and recruitment process in an organization with a flow chart. (8 Mark)

(OR)

- 14(b) i. Discuss the factors contributing the fixation of wages and compensations for an organization? (8 Mark)
- ii. What kind of systems and measures will check the control absenteeism? Discuss the merits and demerits of company union relationships and collective bargaining? (8 Mark)

- 15 (a) i. Explain the various types of information that are generated in a construction project? Comment on the accuracy of this information and their relative use. (8 Mark)
- ii. Briefly explain the contents of a detailed project report of a construction project in general. (8 Mark)

(OR)

- 15 (b) i. Briefly explain the methods by which the projects are identified and formulated. Illustrate with a flow chart. (8 Mark)
- ii. Briefly discuss the general arrangements and utility of project management software in managing construction projects with illustrations. (8 Mark)