

A 1404

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2007.

Seventh Semester

Information Technology

MG 332 — PRINCIPLES OF MARKETING AND MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer ALL the questions.

PART A — (10 × 2 = 20 marks)

1. What are the disadvantages of sole proprietorship?
2. What is division of labor?
3. What is called as planning premises?
4. Define strategy.
5. List out the sources for external recruitment.
6. What is Zero Based Budget?
7. Mention any four sources for long term funds.
8. What is inventory cost?
9. What is performance appraisal?
10. What is Quality Circle?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the characteristics of the public sector, public limited and private sector enterprises.

Or

- (b) Explain the different functions and roles and responsibilities of a manager in the organization.

12. (a) Explain the steps involved in planning. How a good planning should be?

Or

(b) Explain the types of plans with the suitable examples. How these types of plans vary for Information Technology industry than the other industry?

13. (a) Explain the types of decision making involved in management. What are the qualities are essential for the decision maker?

Or

(b) Discuss any two types of motivation theories. Suggest suitable motivation techniques for the information technology employees.

14. (a) Discuss the different types of investment decisions. Give suitable illustrations.

Or

(b) Explain the roles and responsibilities of production manager. How the production manager is also responsible for inventory control?

15. (a) If you are the marketing manager for Brand X computer. How will you utilize the marketing mix concept for your effective marketing of your product?

Or

(b) "Total Quality Management is not an end product resolution; it is now-a-days treated as important for the entire stage of product design to end state of finished goods"- Comment.