

Reg. No. :

--	--	--	--	--	--	--	--	--	--	--

P 1334

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2007.

Eighth Semester

Mechanical Engineering

ME 435 — ENGINEERING MANAGEMENT

(Common to Metallurgical Engineering)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define individual demand.
2. Define short-term forecasting.
3. What are the types of organization?
4. What are the advantages of organization?
5. Distinguish motivation and satisfaction.
6. State any two purposes of communication.
7. Name the steps involved in a basic control process.
8. What is a balance sheet?
9. Define just-in-time.
10. Brief on managerial ethics.

PART B — (5 × 16 = 80 marks)

11. (a) (i) Explain the different techniques of forecasting demand. (8)
(ii) Write about the factors affecting price elasticity of demand. (8)

Or

- (b) (i) What is a team? Define the major types of team found in organisation today. (10)
(ii) Define HRM. Contrast it with the traditional role of personal management. (6)
12. (a) (i) Explain the types of business organization. (8)
(ii) Explain the types of modern organization. (8)

Or

- (b) (i) Explain the merits and demerits of functional organization. (8)
(ii) Explain the line-staff conflict. (8)
13. (a) (i) Explain about Herzberg's theory of motivation. (8)
(ii) Describe in detail about the different parts of communication models. (8)

Or

- (b) (i) Write down the significance of leadership. (8)
(ii) Explain the process of formulating a career strategy. (8)
14. (a) (i) Brief the factors determining the degrees of decentralization of authority. (8)
(ii) Give a brief account of atleast six mistakes in organizing. (8)

Or

- (b) (i) Explain in detail about Maslow's hierarchy. (8)
(ii) State and explain Ouchi's theory Z. (8)
15. (a) (i) How can the controls be tailored to individual managers? (8)
(ii) Briefly discuss about the elements of business ethics. (8)

Or

- (b) (i) State any four considerations that govern future managerial practices. (8)
(ii) How do you carry out planning function in case of a multinational corporation? (8)