

R 8501

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2006.

Eighth Semester

Metallurgical Engineering

ME 435 — ENGINEERING MANAGEMENT

(Common to Mechanical Engineering)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Elasticity of Demand. State any two factors affecting elasticity of demand.
2. What is 'indirect cost'? State two examples.
3. What is 'principle of co-ordination' in organisation. Brief.
4. State each two merits and demerits of partnership.
5. What is 'Group Dynamics'? State any two features of it.
6. What is Career Planning? Brief with an example.
7. Define current asset. State any two types of current assets.
8. What is concurrent engineering? State any two demerits.
9. What do you mean by 'Market Based Economy'? Brief.
10. What is 'delicensing'? Who decides it?

PART B — (5 × 16 = 80 marks)

11. (a) (i) Discuss in detail the various factors to be considered in deciding the location of a plant. (8)

(ii) The following data is related to ABC Ltd. :

Year :	1999	2000	2001	2002	2003	2004
Demand (in units)	50	60	40	62	60	70

Using method of least squares predict the demand in 2006. (8)

Or

- (b) (i) Explain the traditional theories of leadership and their implication for success of the organisation. (10)
- (ii) Communication is sharing of understanding — Discuss this and bring out the process of communication. (6)
12. (a) (i) What is a Joint stock company? Discuss its essential features. (8)
- (ii) Distinguish public limited company and private limited company with suitable examples. (8)

Or

- (b) (i) Design the structure of a line and staff organisation of your choice. Discuss its merits and demerits. (8)
- (ii) Discuss in detail, the planning and organising functions of management with suitable illustrations. (8)
13. (a) (i) What are Traditional X-Theory and Modern Y Theory in motivation. Discuss with examples. (8)
- (ii) How team working and creativity help in enhancing managerial effectiveness? Discuss in detail. (8)

Or

- (b) (i) How the receipts and issue of materials take place in an industrial store? Design the forms and discuss the procedure. (8)
- (ii) 'Effective Management of Time enhances industrial productivity' — Elaborate this statement with suitable examples. (8)
14. (a) (i) Discuss the various long term and short term sources of finance for a public limited company. (8)
- (ii) What is a 'prototype'? Discuss the procedural steps in rapid-prototyping, with an example of your choice. (8)

Or

- (b) (i) Explain any three management techniques in product development, with examples. (8)
- (ii) What are the pre-requisites for implementation of Just-in-Time in an industry? List any four advantages of Just-in-Time technology. (8)

15. (a) (i) What is 'privatisation'? Explain. Also state each four advantages and disadvantages of privatisation. (8)
- (ii) 'In the current market scenario, there is no difference between domestic success and international success' — Write a detailed note on the above statement. (8)

Or

- (b) (i) Explain in detail the advantages and disadvantages of economic liberalisation. (8)
- (ii) Bring out the significance of managerial ethics and social responsibility of professionals in the current globalised market conditions. (8)
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