

**A 1392**

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

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. Differentiate between forecasting and prediction.
2. Name any two factors in deciding plant location.
3. Name the types of business organizations.
4. Define coordination.
5. What do you mean by creativity?
6. What do you mean by personal management?
7. Name any two management techniques in product development.
8. Give the principles of Just In Time.
9. Name any two impacts of Multinational Enterprises on the home country.
10. Define managerial ethics.

PART B — (5 × 6 = 30 marks)

11. (a) (i) Explain the line and staff organization structure with merits and demerits. (11)
- (ii) Discuss the steps involved in the process of organizing. (5)

Or

- (b) (i) What roles must be fulfilled within the structure of team? What steps can team leaders take to coach less experienced team members to enhance team performance? (10)
- (ii) Discuss the four phases that team typically go through during their life cycle. (6)
12. (a) (i) Explain the various methods of forecasting demand. (12)
- (ii) What are the factors determining the elasticity of supply? (4)
- Or
- (b) (i) Explain the types of plant layout. (10)
- (ii) Explain the price and output relationships. (6)
13. (a) (i) What are the factors that affect leadership style? (12)
- (ii) Draw the block diagram of Human resources planning. (4)
- Or
- (b) (i) Describe the essential steps required to manage time. (12)
- (ii) Explain the concept of career planning. (4)
14. (a) (i) Explain the techniques used in Just In Time. (10)
- (ii) Describe the activities covered in the operations management. (6)
- Or
- (b) (i) Write a note on the elements of financial management. (6)
- (ii) Describe product development planning. (10)
15. (a) (i) Describe about the forces for change in organization. (10)
- (ii) Explain briefly on economic cycles. (6)
- Or
- (b) (i) Write a note on the special areas of concern for managerial ethics. (8)
- (ii) State the arguments for corporate social responsibility. (8)