

Code No: 156DT**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****B. Tech III Year II Semester Examinations, August - 2022****FUNDAMENTALS OF MANAGEMENT FOR ENGINEERS****(Electrical and Electronics Engineering)****Time: 3 hours****Max. Marks: 75**

Answer any five questions
All questions carry equal marks

- 1.a) Define Management and explain Nature and scope of Management.
b) Discuss different steps in the Planning Process and brief on types of plans. [8+7]
- 2.a) Elaborate the role of managers and brief on levels of management.
b) Illustrate the MBO approach of management. [7+8]
- 3.a) What are the different types of departmentation and explain each with suitable example?
b) Explain different stress management practices used in the present organisations. [8+7]
- 4.a) Explain difference between Recruitment and Selection with the help of its sources and brief on organization culture.
b) How do you design an organization structure and explain types of organization structures? [8+7]
- 5.a) What is Plant Layout? Explain different types of Plant Layout.
b) Explain ABC Analysis with suitable Graphical explanation. [7+8]
- 6.a) Explain different advantages and disadvantages of Job, Batch and Mass Production systems with suitable examples.
b) Explain business process re-engineering importance in operations management. [10+5]
- 7.a) Choose any company of your choice and explain different Marketing Mix Strategies of that company.
b) Discuss how Marketing is different from the selling with suitable examples? [8+7]
- 8.a) Discuss different steps involved in Process of Project Management.
b) Identify the role of Critical Path Method (CPM) in Project Management. [7+8]

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