

B.TECH. DEGREE EXAMINATION, DECEMBER 2012**Fifth Semester****Branch : Aeronautical Engineering/Computer Science/Electrical and Electronics Engineering****EN 010 502 – PRINCIPLES OF MANAGEMENT (AN, CS, EE)****(Regular – New Scheme)****Time : Three Hours****Maximum : 100 Marks****Part A***Answer all questions.**Each question carries 3 marks.*

1. Define span of control. List the factors affecting it.
2. Mention the operative functions of HR management.
3. List the different stages of a product life cycle.
4. What are the objectives of financial management?
5. Write down the importance of marketing research.

(5 × 3 = 15 marks)**Part B***Answer all questions.**Each question carries 5 marks.*

6. Explain MBO process using flow-chart. What are the advantages and limitations of MBO process?
7. What are the objectives of recruitment? List and describe the sources of recruitment.
8. What is meant by network? What purposes are served by including dummy activities in network analysis?
9. Explain different types of variances? How they are used in costing?
10. Define advertising. What are the different steps to be followed while choosing the advertising message?

(5 × 5 = 25 marks)**Turn over**