

AR - 2503

First Year First Semester M. C. A./P. G. D. C. S. Examination

PRINCIPLES OF MANAGEMENT

Paper - 1 MCA 4
(USC - 15504)

P. Pages : 2

Time : Three Hours]

[Max. Marks : 80

1. (a) What is supply Forecasting ? Describe the dimension of manpower supply. 7
(b) What do you mean by motivation ? Describe the features of motivation? 6

OR

2. (a) Explain the Advantage and Disadvantage of Group Decision making. 6
(b) What is Trade union ? Explain Objective and Function of Trade Union. 7
3. Explain the various types of production system. 14

OR

4. (a) Explain the five basics parts of organization. 7
(b) Explain the symptoms of Inadequate organization structure. 7
5. (a) Explain the Focus-group interviewing method of generating New Product ideas. 7
(b) What is Computer Aided Design ? How does it help in Production design? 6

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OR

6. (a) How organization can reduce the design costs ? 6
(b) Explain the five stages of design product ? 7
7. (a) Explain the different types of maintenance system. 6
(b) What is ISO 9000 ? Explain the models of ISO 9000. 7

OR

8. (a) What is Failure Analysis ? Describe the Failure Analysis using Bath-tub curve. 7
(b) Explain the various objectives of Maintenance. 6
9. (a) Explain the four stages in Life Cycle of product. 7
(b) What is Brand ? Explain advantage and disadvantage of Branding. 6

OR

10. (a) Explain the factor affecting consumer behavior. 7
(b) Explain the four basic element of Marketing Mix. 6
11. (a) Explain the Tools and Techniques for Project Management. 7
(b) Explain the stages of project Implementation. 7

OR

12. (a) Explain the types of Industrial Project. 7
(b) Explain the Techniques for presentation of data. 7

