

JADAVPUR UNIVERSITY
B.E. in Information Technology
4th Year, 2nd Semester
Session: 2021 – 22
Subject: MANAGEMENT

Time: 4 Hours

Full Marks: 70

Different sub-parts of same CO should be answered together

CO1	Classify various concepts and principles of management. (K2)	Full Marks: 10
Answer any 1(one) question		
1)	a) Write down any two objectives of standardization. b) Ms. Ritu and Mr. Mohit are Data Entry Operators in a company having same educational qualifications. Ritu is getting Rs. 5,000 per month and Mohit Rs. 6,000 per month as salary for the same working hours. Which principle of management is violated in the case? Name and explain the principle. c) Describe the Goal Setting process.	[2+3+5 = 10]
2)	a) Explain giving reasons under which situations techno of Taylor are not applicable. b) State any three reasons as to why proper understanding of management principles is necessary. c) "Principles of management achieve results economically." Explain?	[3+3+4 =10]

CO2	Analyse concepts of personnel management. (K3)	Full Marks: 10
1)	a) i. What are the 3 duties of HR managers? <div style="text-align: center;">OR,</div> ii. Discuss the examples of Grievances. b) What is unemployment insurance? c) Trend analysis and Ratio analysis – Define.	[4.5+1.5+4 =10]

CO3	Illustrate different problems of plant management. (K2)	Full Marks: 10
<p>1)</p> <p>a) Why do we need to verify stock?</p> <p>b) What is Modular construction? Write down the advantages.</p> <p>c)</p> <p style="padding-left: 40px;">I. Discuss the importance of Transport facility and Climate in case of selecting a suitable plant site.</p> <p style="text-align: center;">OR,</p> <p style="padding-left: 40px;">II. What are the types of industrial accidents? In order to discuss the same, draw a diagram.</p> <p style="text-align: right;">[2+3+5 =10]</p>		

CO4	Interpret basics of marketing management. (K3)	Full Marks: 10
<p style="text-align: center;">Answer any 1(one) question</p> <p>1)</p> <p>a) Based on degree of product substitutability what are the levels of competition.</p> <p>b) What is done in the stage of marketing strategy development?</p> <p style="text-align: right;">[6+4=10]</p> <p>2)</p> <p>a) Suppose a dryer manufacturer has the following costs and sales expectations:</p> <p style="padding-left: 20px;">Variable cost per unit \$10</p> <p style="padding-left: 20px;">Fixed cost 2,00,000</p> <p style="padding-left: 20px;">Expected unit sales 25,000</p> <p style="padding-left: 20px;">Find out the manufacturer's unit cost, markup price (where manufacturer wants a 10% markup on sales), and Break-even volume.</p> <p>b) What is supply chain?</p> <p>c) What is Marketing mix?</p> <p style="text-align: right;">[6+2+2=10]</p>		

CO5	Explain various concepts of maintenance and quality control. (K2)	Full Marks: 15
<p>1) If the cost of direct material is 60%, direct labor is 10%, and overhead is 25% of sales, what will be the improvement in profit if direct material is reduced to 55%?</p> <p>2) A company selling tennis rackets has a January demand of 5200 units and a July demand of 24,000 units. If the seasonal indices for January were 0.5 and for June were 2.5, calculate the deseasonalized January and July demand. How do the two months compare?</p> <p>3) Write down the difference between stable and dynamic demand curve.</p> <p>4) The forecast is 100 units a week. The actual demand for the past six weeks has been 105, 110, 103, 105, 107, and 115. If MAD is 7.5, calculate the sum of the forecast error and the tracking signal.</p> <p style="text-align: right;">[5+4+4+2=15]</p>		

CO6	Analyse and solve accounting and finance related problems. (K4)	Full Marks: 15																				
<p>1)</p> <p>I. Form the Balance sheet for the given data of for XYZ company of March 2013 and March 2012(values in Rs. Crores):</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Share Capital: 150, 150</td> <td style="width: 50%;">Advances paid: 5, 15</td> </tr> <tr> <td>Secured loans: 143, 131</td> <td>Advances received: 20, 13</td> </tr> <tr> <td>GFC: 500, 462</td> <td>Cash & bank balances: 10, 6</td> </tr> <tr> <td>Investments: 15, 10</td> <td>Loan fund: 212, 156</td> </tr> <tr> <td>Reserves & surpluses: 112, 106</td> <td>Capital work in progress: 20, 10</td> </tr> <tr> <td>Net block: 310, 312</td> <td></td> </tr> <tr> <td>Inventories: 105, 72</td> <td></td> </tr> <tr> <td>Provisions: 10, 8</td> <td></td> </tr> <tr> <td>Sundry debtors: 114, 68</td> <td></td> </tr> <tr> <td>Sundry creditors: 75, 60</td> <td></td> </tr> </table> <p>[Note: GFC=Depreciation+ Net block. Net block is not calculated in fixed capital Net current assets = Current assets, Loans & advances – Current liabilities & provisions.</p> <p>II. The TICO Corporation currently pays a cash dividend of \$5 per share. You believe the dividend will be increased by 4% each year indefinitely. How big will the dividend be in eight years?</p> <p style="text-align: right;">[10+5=15]</p>			Share Capital: 150, 150	Advances paid: 5, 15	Secured loans: 143, 131	Advances received: 20, 13	GFC: 500, 462	Cash & bank balances: 10, 6	Investments: 15, 10	Loan fund: 212, 156	Reserves & surpluses: 112, 106	Capital work in progress: 20, 10	Net block: 310, 312		Inventories: 105, 72		Provisions: 10, 8		Sundry debtors: 114, 68		Sundry creditors: 75, 60	
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