

B.E. INFORMATION TECHNOLOGY FOURTH YEAR SECOND SEMESTER - 2023

Subject: MANAGEMENT

Time: 3 Hrs

Full Marks : 100

Instructions:

- This Question Paper Consists of 6 Sections. (A –F)
- Answer ANY 5 Sections out of 6
- Different Questions of the same Section must be Answered together
- Answer only the required number of Sections. Any Extra Section Answered will be ignored.

SECTION A

Qs 1. Suresh works in a bulb manufacturing company. Each bulb which is manufactured is of standard size and quality. Further if there is any unrequired type of bulb manufactured then its production is stopped. Last month when the company came to know that 10 watt bulbs were no more liked by customers, their production was stopped. He works in the purchase department. His job is to purchase the filaments required to make bulbs. This time when he purchases the filament he gets the instruction from the seller that some special care needs to be taken in the first hour of fixing the filaments inside the bulb. Suresh knows this information should be given immediately to the production department before the assembling process starts. However he finds that his company's policies only allow him to give the message to his immediate boss who will further pass this message to his boss. The passing of this message will continue till it reaches the desired person in the production department.

- a. Which technique of management is followed here?
- b. Name the principle of management followed here by the company?
- c. Explain the above principle in brief
- d. Which option is now available to Suresh since the company is not allowing him to interact with the concerned worker in the production department?

[1 + 1 + 3 + 2] M

Qs 2. Aditi who is heading the campus recruitment program of the firm that she is working in, gets an immediate order from the marketing head of the organisation. Mr. Rupesh asks her to hire only those candidates who have two years experience in the field of marketing and offer them a higher package. Moments later when she is about to enter the campus she gets another call from the HR head who asks her to hire candidates with zero experience. He gives her the logic that such candidates would be expecting lower packages in comparison to the candidates having experience in the industry.

- a. Which principle of Fayol stands violated here?
- b. Explain the above principle in Brief and its importance
- c. What is the immediate outcome of the violation of this principle?

[1 + 3 + 1] M

[Turn over

Qs 5. 'Work is Worship' is a leading construction company. The organisation has grown from strength to strength because of its innovative ideas and scientific approach of working. Ten years back the organisation went through a revolution. All the operations and activities were properly noticed and the standard time taken to perform them was noted. This took a few months and now the company could find out the amount of workers required and the number of days to be involved in the various manufacturing processes. A year later they moved to another level by considering the stress involved in the lives of the workers. The amount and frequency of rest intervals in finishing a particular task were noted. This helped the company in optimizing the rest intervals for the workers so that their outputs could be increased. After six more months the company decided to reward the efficient workers. A different rate of wage payment was decided for those workers who performed above the standard. The standard was decided. This led to a revolutionary change in the perspective of the workers who now started giving their full efforts in order to increase their wages.

- a) Which concept of management has been discussed in the above case?
- b) Name & Explain the three techniques of this management concept highlighted above.

[2 + 6] M

SECTION B

Qs 1. What are the key objectives of personnel management? [5 M]

Qs 2. What is collective bargaining? How does collective bargaining function in labour relations?

[5 M]

Qs 3. What are the provisions for the following in Factories Act , 1948 [5 X 2 = 10 M]

- a. Safety
- b. Working Hours
- c. Overtime Wages
- d. Leave
- e. Child Employment

SECTION C

Qs 1 . Explain briefly with a sample diagram of **any 3** of the following plant layouts.

- a. Process layout
- b. Product layout
- c. Group technology layout
- d. Fixed position layout

Give real life Examples of any such plant layouts

[12 + 3 M]

Qs 2. Suvarna enterprises are planning to set up a new plant and are considering three locations namely Pantnagar, Ganganagar, and Goripara. Table depicts the estimated fixed and variable costs. For what range of output each location will be suitable. If the company has a target volume of units, which location is best?

Location	Fixed cost in Rs.	Variable cost in Rs.
Pantnagar	200000	50
Ganganagar	400000	30
Goripara	700000	15

[5 Marks]

SECTION D

- Qs 1. What is inventory management ? [3 M]
- Qs 2. What are the primary benefits of inventory management? [5 M]
- Qs 3. Explain Systems of Codification [6 M]
- Qs 4. Explain Material Forecasting and its importance [6 m]

SECTION E

- Qs 1. . Explain briefly **any 2** of the following [5 x 2 M]
- a. Marketing Mix
 - b. The Product Concept
 - c. The Selling Concept
- Qs 3. Explain the various Stages of a Product Life cycle [10 M]

SECTION F

Qs 1. Consider the following information of ABC Company

Current liabilities = Rs. 50,000

Current assets = Rs. 80,000

Gross Profit = RS 50,000

Total Revenue = Rs 2,00,000

Total Debt = RS 1,00,000

Total Equity = 2,00,000

Cost of goods sold = Rs. 1,20,000

Average inventory = Rs. 30,000

a. Calculate the following from the above information

- i. Liquidity Ratio
- ii. Gross Profit Margin
- iii. Solvency Ratio
- iv. Inventory Turnover Ratio

[12 M]

b. What is the inference of the values obtained in each of the above

[8 M]