

***B.Tech Degree VI Semester Examination in Instrumentation  
September 2004***

**IN 605 ENGINEERING MANAGEMENT**

Time: 3 Hours

Maximum Marks: 100

**SECTION – A**

*(Answer ANY FIVE questions)  
(Each question carries FIVE marks)*

(5 x 5 = 25)

- I. (1) What are the main features of Scientific Management ?  
(2) Draft a model Balance Sheet.  
(3) What are the non-financial incentives to motivate the employees ?  
(4) How does a good plant layout help to improve productivity ?  
(5) What is Ishikawa Diagram ?  
(6) What is Linear Programming ? What are its assumptions ?  
(7) Differentiate Marketing and Sales.

**SECTION – B**

*(Each question carries 15 marks)*

(5 x 15 = 75)

- II. Discuss the principles of Management.  
**OR**
- III. Give a comparative description of various methods of ranking investment proposals.
- IV. What is the effect of technology on physical layout ? Discuss for industrial and other situations.  
**OR**
- V. What is lead time ? What are the factors you will take into consideration while computing the lead time ?
- VI. Illustrate a Linear programming problem, and solve it.  
**OR**
- VII. How would different Queuing Disciplines affect waiting line characteristics ? Explain by giving examples.
- VIII. What is manpower planning ? What are the factors affecting manpower planning ?  
**OR**
- IX. Give a debate for and against trade unions in the changing environment.
- X. Discuss the need for marketing research.  
**OR**
- XI. "Information, communication and transportation technologies have redefined the traditional distribution channels". – Substantiate this statement.