

G 1623

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Reg. No.....

Name.....

B.TECH. DEGREE EXAMINATION, MAY 2018

Fourth Semester

EN 010 402—PRINCIPLES OF MANAGEMENT

(Common to AI, AU, EC, EI, IC, IT, ME, MT, PO, PE and ST branches)

(New Scheme—2010 Admission onwards)

[Supplementary]

Time : Three Hours

Maximum : 100 Marks

Part A

Answer all questions.

Each question carries 3 marks.

1. What is span of control ?
2. Define Motivation.
3. What do you mean by Labour Turnover ?
4. Narrate the importance of job evaluation.
5. Write notes on CPM.

(5 × 3 = 15 marks)

Part B

Answer all questions.

Each question carries 5 marks.

6. Discuss the duties of a sales engineer.
7. Explain the components of cost.
8. Distinguish between marketing and selling.
9. List out the various sources of recruitment.
10. How will you frame an organizational structure for an organization ?

(5 × 5 = 25 marks)

Turn over

Part C

Answer all questions.

Each full question carries 12 marks.

11. Define Management. Discuss the nature of management.

Or

12. Explain the major problems in marketing management.

13. Define selection. Discuss the steps involved in selection.

Or

14. "Product design is the first step immediately after accepting the concept of product". Will you agree? Discuss.

15. What do you mean by non monetary incentives?

Or

16. Discuss the meaning of Standardisation and Grading.

17. What is Human Resource Planning? Explain the steps in HR planning.

Or

18. Explain the major components of Marketing Mix.

19. "Management is the process by which managers create, maintain and operate purposive organisations through co ordinate, co-operative human effort". Discuss.

Or

20. Define Financial Management. Explain its objectives.

(5 × 12 = 60 marks)

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Reg. No.....

Name.....

B.TECH. DEGREE EXAMINATION, MAY 2018

Fourth Semester

Branch : Information Technology

IT 010 403—COMPUTER ORGANIZATION AND ARCHITECTURE [IT]

(New Scheme—2010 Admission onwards)

[Supplementary]

Time : Three Hours

Maximum : 100 Marks

Part A

*Answer all questions.
Each question carries 3 marks.*

1. What are the functions performed by system software ?
2. Explain the control sequence for an unconditional branch instruction.
3. Write a brief note on memory controller.
4. Why do you need I/O interface device ?
5. What are the advantages of parallel processing ?

(5 × 3 = 15 marks)

Part B

*Answer all questions.
Each question carries 5 marks*

6. Explain how processor keeps track of information about the results of various operations ?
7. How a word is fetched from memory ? Explain.
8. Illustrate how a static RAM cell is implemented.
9. Explain serial port with neat diagram.
10. Explain Array processor with neat diagram.

(5 × 5 = 25 marks)

Part C

*Answer all questions.
Each question carries 12 marks.*

11. Discuss in detail about various addressing modes.
- Or*
12. Explain CISC and RISC architecture programming in detail.

Turn over

13. Explain single bus and three bus organization with neat diagrams.

Or

14. Explain how integer division is carried in computer.

15. What is cache memory ? Explain different mapping techniques in cache.

Or

16. Explain virtual-memory address translation method based on fixed-length pages with diagram.

17. Explain how multiple device interrupts are handled ?

Or

18. What is DMA ? Explain the two approaches to bus arbitration.

19. Discuss the different ways in which branch instruction could be handled to reduce their negative impact rate of execution of instructions.

Or

20. Explain any *four* interconnection networks with neat diagram.

(5 × 12 = 60 marks)