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**RN-6245**

**B. E. II (Sem. III) (I.T.) Examination**

**May / June - 2010**

**Elements of Business Management**

Time : 3 Hours]

[Total Marks : 100

**Instructions :**

(1)

नीचे दशावलि निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="B. E. 2 (Sem. 3) (I.T.)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Elements of Business Management"/>	<input type="text"/>
Subject Code No. : <input type="text" value="6"/> <input type="text" value="2"/> <input type="text" value="4"/> <input type="text" value="5"/>	<input type="text"/>
Section No. (1, 2,.....) : <input type="text" value="1&amp;2"/>	
Student's Signature	

- (2) Answer to the two sections must be written in separate answer books.
- (3) Figures to the extreme right indicate maximum marks.
- (4) Be brief in answering. Support your answering with block diagram wherever possible.

**SECTION - I**

- 1 Find True/False from the following statements and justify if it is false : **20**
- (1) An engineer can become a manager.
  - (2) Well managed companies have always a mission statement.
  - (3) Communication should be effective for development of overall organization.
  - (4) To risk nothing is the biggest risk in life.
  - (5) Management is an art or science.
  - (6) Communication is defined as the interchange of thoughts or opinions through shared symbols.
  - (7) Failing to plan is planning to fail.
  - (8) The four facets of interpersonal communication are sender, receiver, information and behaviour well managed companies have always a mission statement.
  - (9) Where there is no vision, people perish.
  - (10) Leadership is not a position but an action.

- 2 (a) Write a note on stress management. 8  
 (b) Throw light on leadership trait. 7  
**OR**  
 2 (a) Narrate briefly on franchising. 8  
 (b) Describe the human communication process. 7  
 3 Write short notes : (any **three**) 15  
 (a) Intellectual property rights  
 (b) Brain storming  
 (c) Annual report  
 (d) Techo-manager  
 (e) Creativity and innovation.

### SECTION - II

- 1 Find True/False from the following statements and justify if it is false : 20  
 (1) In product life cycle maturity is the first stage.  
 (2) The success is not a journey but a destination.  
 (3) People will judge you by your intentions and not by your actions.  
 (4) Unclear process; chain of command, large size of an organization or geographic distance, personal limitations; human nature; conflicting feelings, goals, opinions, power are examples of barriers to communication.  
 (5) Good and rather great decisions should be value based.  
 (6) Private companies must contain the word limited in their names.  
 (7) Excellence is not about being better than anyone else, its about being better than you were yesterday.  
 (8) The attitude measures the altitude of life.  
 (9) The greater danger for most of us, is that our aim is too high and we miss it, but that it is too low and we reach it.  
 (10) Anything that causes a change in your life causes stress.
- 5 (a) Expand the statement : "Engineers as Managers". 8  
 (b) Expand : "Management of People". 7  
**OR**  
 5 (a) Elaborate : "Throw light on public and private companies". 8  
 (b) Explain the concept : "Management by Objectives". 7  
 6 Write notes on : (any three) 15  
 (a) Business plans  
 (b) Material requirement planning  
 (c) Personnel department  
 (d) Corporate objectives  
 (e) Vision statement.