

**INDIAN MARITIME UNIVERSITY**  
(A Central University, Government of India)  
December 2017 End Semester Examinations  
M.Tech. (Marine Engineering & Management)  
First Semester

**Management, Qualitative & Quantitative Analysis and Research**  
**Methods (PG13T1105)**

**Date : 08.12.2017**

**Time: 3 Hrs**

**Maximum Marks : 100**

**Pass Marks : 50**

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**Note:** Answer any five questions. All questions carry equal marks.

(5 x 20 Marks = 100 Marks)

1. (a) Explain various types of leadership with examples. List out differences between leadership and management.

(b) Discuss the advantages and disadvantages of different types of leadership.

[6+4+10 =20]

2. (a) Explain Maslow's theory of Motivation. Discuss its limitations.

(b) Discuss Herzberg's two factor theory.

[8+2+10=20]

3. (a) Briefly discuss the project management processes with an example.

(b) Define the various viability / feasibility studies made for project formulation.

[10+10=20]

4.(a) Write a note on Failure Mode and Effects Analysis.

(b) What are various causes of accidents at workplaces? How accidents at work places can be prevented?

[10 +5+5 = 20]

*Kupattlannick*

5. (a) Discuss the Critical Path Method.

(b) Write a note on PERT.

[10+10=20]

6. Write short notes on any four of the following:

a) Six Sigma

b) Sampling Frame

c) ISM Code

d) Marketing Mix

e) Elton Mayo's contribution to motivational theories.

[5X4=20]

7. (a) Discuss Porter's five force model.

(b) Explain various stages of life cycle of a product.

[10+10=20]

8. (a) Explain different steps that a researcher follows while conducting research studies.

(b) Elucidate different methods of primary data collection.

[10+10=20]

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