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Question Paper Code : 21925

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2015.

Seventh Semester

Electrical and Electronics Engineering

MG 2351/10177 GE 003/10144 GE 003 — PRINCIPLES OF MANAGEMENT

(Common to Seventh Semester — Polymer Technology, Textile Technology, Textile Technology (Fashion Technology) Sixth Semester — Aeronautical Engineering, Automobile Engineering, Civil Engineering, Electronics and Communication Engineering and Mechanical Engineering and also common to Eighth Semester — Electronics and Instrumentation Engineering and Instrumentation and Control Engineering)

(Regulations 2008/2010)

(Common to PTMG 2351/10177 GE 003/10144 GE 003 — Principles of Management for B.E. (Part-Time) Sixth/Seventh Semester — Civil Engineering/ Textile Technology/ECE — Regulations 2009/2010)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Who is the father of scientific management? What is scientific management?
2. Distinguish between Administration and Management?
3. Define Planning premises.
4. What is the difference between strategy and policy?
5. What are the limitations of line and staff authority?
6. What is Delegation of authority?
7. Name any four leadership styles.
8. What is meant by organizational culture?
9. Explain briefly the term zero-base budgeting?
10. What is quality control?

PART B — (5 × 16 = 80 marks)

11. (a) (i) Discuss the scope and nature of management. (8)
(ii) What are the environmental factors that affect business? Explain them. (8)

Or

- (b) With suitable examples explain the various types of business organizations. (16)
12. (a) Explain the steps involved in planning process. (16)

Or

- (b) Write short notes on
(i) Management by objective (8)
(ii) Types of strategies (8)
13. (a) What is span of control and explain the factors which influence the span of control? (16)

Or

- (b) Explain any four methods of performance appraisal. (16)
14. (a) Explain any two theories of motivation. (16)

Or

- (b) Define communication. What are the barriers to effective communication? (16)
15. (a) With suitable examples explain any four non-budgetary control techniques. (16)

Or

- (b) (i) Explain the concept and process of controlling in detail.
(ii) Write a note on different types of control.