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Question Paper Code : Q 2324

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2009.

Sixth Semester

Civil Engineering

MG 1351 — PRINCIPLES OF MANAGEMENT

(Regulation 2004)

(Common to Sixth Semester B.E./B.Tech. Aeronautical Engineering, Automobile Engineering, Biomedical Engineering, Electrical and Electronics Engineering, Electronics and Instrumentation Engineering, Electronics and Communication Engineering, Instrumentation and Control Engineering, Mechanical Engineering, Mechatronics Engineering, Metallurgical Engineering, Production Engineering and Information Technology)

(Also Common to B.E. (Part-Time) Fifth Semester-Mechanical Engineering and Seventh Semester-Civil Engineering. – Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Distinguish between 'Administration' and 'Management'.
2. Define "Joint sector unit".
3. What is the importance of setting organizational objectives in a modern complex organization?
4. Mention the characteristics of 'Programmed' and 'Non-programmed' decisions.
5. Compare departmentation by function and product.
6. Define the term 'Career planning' and 'Career development'.

7. Why is management by wandering around considered effective communication?
8. Distinguish motivators and hygiene factors.
9. What do you understand by 'flexi-budgets'?
10. What do you mean by theory Z? How much value a manager place on this concept?

PART B — (5 × 16 = 80 marks)

11. (a) (i) Explain the major contributions of Hawthorne experiments towards the development of management thought. (8)
- (ii) Compare and contrast Systems approach and Contingency approach to management. (8)

Or

- (b) (i) Compare and contrast public sector unit and private sector unit. (10)
 - (ii) Describe how managerial jobs differ according to hierarchical level. (6)
12. (a) (i) Why planning is regarded as a primary function of management? Discuss the important features and steps involved in planning process. (10)
 - (ii) Briefly discuss about strategic planning and operational planning. (6)

Or

- (b) (i) What are the principles of formulating policies in modern organizations? Explain the essentials of formulating policies. (6)
- (ii) List the various techniques used in business forecasting and explain any two techniques in detail. (10)

13. (a) Discuss the various basis for departmentalization and suggest a scheme of departmentalization for an enterprise operating in many countries.

Or

- (b) (i) "Delegation is the ability to get result through others"- Discuss. Explain the steps and guidelines to be followed while delegating authority. (10)
- (ii) Outline the steps involved in human resource planning process. (6)
14. (a) (i) Explain how leadership differs from manager-ship. Discuss the leadership styles on a continuum. (8)
- (ii) Using expectancy theory, explain how to make a choice between two alternatives on your job. (8)

Or

- (b) (i) Write a brief note on "Barriers to communication" and "communication network". (8)
- (ii) Describe in detail about the effect of electronic media in communication process. (8)
15. (a) (i) Describe the major functions of computer and its role in handling information. (6)
- (ii) Explain the concept of MIS and the stages involved in establishing MIS. (10)

Or

- (b) (i) Explain the term operations management and the major managerial activities involved in it. (10)
- (ii) Compare the various managerial attitudes involved in MNC's. (6)