

Reg. No. :

**Question Paper Code : 53591**

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2014.

Sixth Semester

Civil Engineering

MG 1351/070180040/070120056/070210009 — PRINCIPLES OF MANAGEMENT

(Common to Aeronautical Engineering, Automobile Engineering, Biomedical Engineering, Electrical and Electronics Engineering, Electronics and Instrumentation Engineering, Electronics and Communication Engineering, Instrumentation and Control Engineering, Mechanical Engineering, Mechantronics Engineering, Metallurgical Engineering, Production Engineering, Information Technology Fifth Semester Computer Science and Engineering and Seventh Semester Textile Technology, Biotechnology, Textile Technology (Text. Chemistry) and Textile Technology (Fashion Technology))

(Regulation 2004/2007)

(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. What is systems approach to management?
2. Define joint sector unit.
3. What are planning premises? What are their major types?
4. What do you understand by SWOT analysis? Give example.
5. What is meant by on-the-job training?
6. Define the term scalar relationship.
7. What is the difference between motivation and satisfaction?
8. Define noise in communication.
9. What is multinational corporation (MNC)?
10. Define "Break Even analysis".

PART B — (5 × 16 = 80 marks)

11. (a) Discuss in detail the various types of business organization.

Or

- (b) (i) Compare and contrast between F.W. Taylor's and H.Fayol's approach towards management. (10)
- (ii) Describe the relative importance of each type of the skills to lower, middle and upper level managers. (6)

12. (a) In detail explain the importance of planning in the present Indian business environment. Also highlight the different types of plans.

Or

- (b) Explain in detail the steps in the decision-making process with examples. Also explain in detail any two decision making tools. (8 + 8)

13. (a) Give a comparative account of the merits and limitations of centralisation and decentralisation.

Or

- (b) What is staffing? What is the need for it? Give a brief account of the usual steps involved in the staffing process.

14. (a) (i) What do you understand by "Leadership style"? Describe the different styles of leadership. (10)
- (ii) Explain why management by wandering around considered as effective communication. What are the barriers to effective communications? (6)

Or

- (b) (i) Critically examine Maslow's need priority model. How far up the hierarchical ladder do most people progress? (10)
- (ii) Discuss briefly how to enrich a job effectively. Outline the merits and demerits of job enrichment. (6)

15. (a) (i) Discuss the importance of control in organization. Explain the steps involved in the controlling process. (10)
- (ii) What are the different types of organizational control? Mention the advantages of using budget as a control. (6)

Or

- (b) (i) Explain the types of managerial attitude towards the operation of multinational corporations. (8)
- (ii) What do you understand by operations management? Discuss the steps involved in operations management. (8)
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