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Question Paper Code : X20887

B.E./B.TECH. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2020
AND APRIL/MAY 2021

Fourth/Fifth/Sixth/Seventh/Eighth Semester
Civil Engineering

MG 6851 – principles of management

(Common to Mechanical Engineering (Sandwich)/Aeronautical Engineering/
Automobile Engineering/Civil Engineering/Computer and Communication
Engineering/Electrical and Electronics Engineering/Electronics and Com-
munication Engineering/Electronics and Instrumentation Engineering/En-
vironmental Engineering/Geoinformatics Engineering/Industrial Engineer-
ing/ Industrial Engineering and Management/Instrumentation and Control
Engineering/Mechanical Engineering/ Mechanical and Automation Engi-
neering/Mechatronics Engineering/Robotics and Automation Engineering/
Polymer Technology)
(Regulations 2013)

(Also common to PTMG 6851– Principle of Management for B.E. (Part-Time)
– Seventh Semester – Civil Engineering – Fifth Semester-Electronics and Com-
munication Engineering – Sixth Semester-Electrical and Electronics Engineer-
ing-Fifth Semester – Mechanical Engineering Regulations 2014)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions.
PART – A

(10×2=20 Marks)

1. Define Mintzberg's managerial roles in an organization.
2. What is organizational culture.
3. Define decision making.
4. What are the competitive strategies in management ?
5. Distinguish the organization structure and organizational design.
6. Define performance management.
7. What is job enrichment ?
8. List out any two barriers for effective communication.
9. Define the balanced scorecard.
10. Briefly explain the preventive in management.



PART – B

(5×13=65 Marks)

11. a) Describe the important contribution made by Frederick W. Taylor and Frank W. Taylor and Frank and Lillian Gilbreth.

(OR)

- b) Discuss the impact of organizational culture on the manager.

12. a) Describe how managers can effectively plan for today's dynamic environment.

(OR)

- b) Explain how the BCG matrix is used to manage business business strategies.

13. a) Discuss the traditional and contemporary views of work specialization, a chain of command, and span of control.

(OR)

- b) Describe the different types of training and its significance on the organization.

14. a) Explain the behavioural leadership theories.

(OR)

- b) Discuss the challenges of managing communication in an Information Technology world.

15. a) Describe how managers have to adjust controls for the cross-cultural difference.

(OR)

- b) Explain various steps in the control process with suitable example.

PART – C

(1×15=15 Marks)

16. a) What types of skills world and manages need to effectively work is an organization ?

(OR)

- b) "Every individual employee is the organization plays a role in controlling work activities". Do you agree with the statement or do you think control is something that managers are responsible for ? Explain.
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