

ANNA UNIVERSITY OF TECHNOLOGY, COIMBATORE  
B.E. / B.TECH. DEGREE EXAMINATIONS : NOV / DEC 2011

REGULATIONS : 2007 & 2008

FIFTH SEMESTER

070120056 - 080290018 - PRINCIPLES OF MANAGEMENT

(COMMON TO ECE / MEDICAL ELECTRONICS)

Time : 3 Hours

Max. Marks : 100

PART - A

(10 x 2 = 20 MARKS)

ANSWER ALL QUESTIONS

1. Is management a science or art? Justify your answer
2. Define informational roles
3. What is Self Actualisation?
4. Explain "business Strategy "
5. What is "Apprenticeship Training "?
6. What do you understand by decentralisation?
7. What is Innovation in management ?
8. Define the term Economic Order Quantity (EOQ)
9. What do you understand by Merger and Acquisition (M & A)?
10. Define "Ethics"

PART - B

(5 x 16 = 80 Marks)

ANSWER ALL QUESTIONS

11. (a) Discuss the systems approach in management with a suitable block diagram. What are the merits and demerits of the systems approach?

(OR)

- 11 (b) "Management is a combination of Arts, Science and Profession". Substantiate and hence Justify your agreement or disagreement.

12. (a) Enumerate the types of planning with a suitable example. What are the advantages of planning for enhancing safety and security measures in the manufacturing sector?

(OR)

12. (b) Explain the various types of decision making under risk and uncertainty. Offer suggestions.

13. (a) Discuss the challenges and opportunities in management of Human Resources in the context of multinational companies in India. Offer your innovative suggestions.

(OR)

13. (b) What are the forms of departmentalization? Describe with the help of a neat sketch.

14. (a) Describe the leadership theories in management with an example.

(OR)

14. (b) Explain the process of communication. What are the barriers to effective communication?

15. (a) Explain the effect of globalization and management practices in MNCs after the recession.

(OR)

15. (b) Explain the challenges for using computers in the management of information systems in a company.

\*\*\*\*\*THE END\*\*\*\*\*