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Question Paper Code : 13351

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2012.

Fifth Semester

Electronics and Communication Engineering

080290018 — PRINCIPLES OF MANAGEMENT

(Common to Medical Electronics Engineering)

(Regulation 2008)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Mention the development in the field of Management during 19th century.
2. List the types of business organizations.
3. What is the meaning of the term 'social responsibility of business'?
4. Differentiate strategies from policies.
5. Mention any two advantages of organization chart.
6. What is the function of 'HRD'?
7. Differentiate 'creativity' and 'innovation'.
8. Write short notes on 'job enrichment'.
9. How can computers be used in handling the information (in controlling)?
10. Define Globalisation.

PART B — (5 × 16 = 80 marks)

11. (a) (i) Examine the various approaches to management. (10)
(ii) Differentiate 'Management' and 'Administration'. (8)

Or

- (b) (i) Give the contribution of Taylor to scientific Management. (8)
(ii) What are the functions of Management? Write short notes on it. (8)
12. (a) (i) What are the steps in the planning process? (8)
(ii) What is MBO? What are the merits and limitations of MBO? (8)

Or

- (b) (i) What are planning premises? List their types. Give examples of each. (8)
(ii) Elaborate the steps involved in managerial decision making. (8)
13. (a) (i) Differentiate 'formal' and 'informal' organization. (8)
(ii) What are the advantages of departmentation? (8)

Or

- (b) (i) Describe the steps involved in the process of delegation of authority. (8)
(ii) Explain the steps involved in a typical selection procedure. (8)
14. (a) (i) State and explain the major principles of directing. (8)
(ii) Define leadership. Write short notes on types of leadership. (8)

Or

- (b) (i) List the motivation theories. Explain about any one of them. (8)
(ii) What are the barriers to communication? (8)
15. (a) (i) What are the features of an effective control system? (8)
(ii) Mention the merits of budgetary control system. (8)

Or

- (b) (i) Define productivity and list the problems in measuring productivity of knowledge workers. (8)
(ii) What is the principle of preventive control? Mention its advantages. (8)