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Question Paper Code : 31260

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2013.

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. Define Management.
2. List down different types of business organization with example.
3. What is meant by strategy?
4. What are the responsibilities lying with managers while planning?
5. Write a note on an organizational chart.
6. Define the term orientation in staffing process.
7. Differentiate between creativity and innovation.
8. Define decision tree.
9. What are the steps followed in quality control?
10. Differentiate globalization and liberalization.

PART B — (5 × 16 = 80 marks)

11. (a) Explain the fourteen principles of management of Henry Fayol. (16)

Or

(b) (i) Discuss the various functions of management. (8)

(ii) Explain the types of business organization. (8)

12. (a) What is planning? Explain the steps involved in planning. (16)

Or

(b) (i) Discuss about planning premises with its types. (8)

(ii) Describe the various types of decision making under different conditions. (8)

13. (a) (i) Differentiate between formal and informal organization. (6)

(ii) Explain about organization structure with its types. (10)

Or

(b) (i) Explain the concept of decentralization with its benefits. (8)

(ii) What is meant by performance appraisal? Explain the methods of performance appraisal of an employee. (8)

14. (a) (i) Explain Maslow's hierarchy of needs with neat sketch. (8)

(ii) Discuss various leadership behavior with examples. (8)

Or

(b) (i) Write a note on "Barriers to communication" with their effects in information exchange. (8)

(ii) What is the purpose of communication? Explain its process. (8)

15. (a) (i) Explain controlling with its advantage and limitations. (8)

(ii) Write a short notes on different budgetary control techniques. (8)

Or

(b) (i) Define controlling and discuss the significance of computers in information controlling in an IT sectors.

(ii) Explain the global scenario of international management with its theories. (8)