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**Question Paper Code : 31236**

18.5.13

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

Sixth Semester

Electrical and Electronics Engineering

080280053 — PRINCIPLES OF MANAGEMENT

(Regulation 2008)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Give functions of Managers.
2. What are the four *R*'s of management?
3. What do you mean by operational planning?
4. Mention the dimension of planning.
5. What do you mean by organization structure?
6. Define line organization.
7. Mention the elements of directing.
8. Define Motivation.
9. What is meant by a control process?
10. State any four limitations of controlling.

PART B — (5 × 16 = 80 marks)

11. (a) Explain scientific theories in management. (16)

Or

- (b) (i) Discuss the different levels of management. (8)
- (ii) Explain the various schools of management thoughts. (8)



12. (a) (i) Discuss the various types of planning. (8)  
(ii) Describe the importance of planning. (8)

Or

- (b) (i) What is forecasting? Explain its features. (8)  
(ii) Briefly explain forecasting techniques. (8)
13. (a) (i) Describe formal and informal organizations. (8)  
(ii) Write down the steps in organization. (8)

Or

- (b) (i) How delegation can be made more effective? (8)  
(ii) What are the primary advantages of decentralized organization? (8)
14. (a) (i) Explain the principles involved in Direction. (8)  
(ii) Mention the qualities of a good leader. (8)

Or

- (b) What are the traditional theories of Motivation? Explain. (16)
15. (a) State and explain the principles and the objectives of controlling. (16)

Or

- (b) Write short notes on :  
(i) Measurement of performance  
(ii) Integrated control system in an organization. (8 + 8)
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