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Question Paper Code : 51685

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2014.

Seventh Semester

Electrical and Electronics Engineering

MG 2351/10177 GE 003/10144 GE 003 — PRINCIPLES OF MANAGEMENT

(Common to Seventh Semester – Polymer Technology, Textile Technology, Textile Technology (Fashion Technology) Sixth Semester – Aeronautical Engineering, Automobile Engineering, Civil Engineering, Electronics and Communication Engineering and Mechanical Engineering and also common to Eighth Semester – Electronics and Instrumentation Engineering and Instrumentation and Control Engineering)

(Regulation 2008/2010)

(Common to PTMG 2351 – Principles of Management for B.E. (Part-Time) Sixth Semester – Civil Engineering – Regulation 2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Distinguish between administration and management.
2. What are the roles a managers has to perform?
3. What is strategic planning? Give an example.
4. What do you mean by “Policy”? Give an example.
5. Define “Span of control”.
6. List down the different types of training.
7. Distinguish between creativity and innovation.
8. Define motivation.
9. Define productivity. List the types of productivity.
10. What are the different types of budget?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the evolution of management thought by different experts in management.

Or

- (b) Discuss the management functions as related to trends and challenges in management of global scenario.

12. (a) Explain the importance of planning and the steps involved in planning process.

Or

- (b) Explain the decision making process. Also discuss how decision making under different conditions are made.

13. (a) Explain the difference between line and staff organisation with an examples. Discuss its merits and demerits.

Or

- (b) Explain the process involved in selecting and recruiting a graduate trainee in organisation.

14. (a) Explain the different motivation theories and also discuss how it is useful in leadership of an organisation.

Or

- (b) What are barriers of effective communication? Explain the different types of communication.

15. (a) What is budgetary control? Explain in details the different techniques to control budget.

Or

- (b) Explain the following :

(i) Purchase control (5)

(ii) Maintenance control (5)

(iii) Quality control. (6)