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Question Paper Code : 70936

B.E./B.Tech. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2023.

Fifth / Sixth / Seventh / Eighth / Tenth Semester

Mechanical Engineering

MG 8591 — PRINCIPLES OF MANAGEMENT

(Common to : Aeronautical Engineering/ Automobile Engineering/Computer Science and Engineering/ Computer and Communication Engineering/Electrical and Electronics Engineering/ Electronics and Communication Engineering/Electronics and instrumentation Engineering/Industrial Engineering/Industrial Engineering and Management/ Instrumentation and Control Engineering/ Mechanical Engineering (Sandwich)/Mechanical and Automation Engineering/ Mechatronics Engineering/ Robotics and Automation/Information Technology)

(Regulations 2017)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. List the principles of Scientific Management.
2. Define 'Joint Stock Company'?
3. State the purpose of planning.
4. What is TOWS matrix?
5. Distinguish between authority and power.
6. Why HR planning is important?
7. Name the different types of leadership styles.
8. Mention the various elements in the process of communication.
9. What are the benefits of control?
10. Specify any two productivity problems that have an impact on the management performance.

PART B — (5 × 13 = 65 marks)

11. (a) Explain the systems theory of management. In what way it is advanced over the classical and human behaviour approach. (13)

Or

- (b) Outline the different form of Business organizations. (13)
12. (a) Describe the planning tools and techniques in detail. (13)

Or

- (b) Outline the decision making process in detail. (13)
13. (a) Discuss the factors that affect centralization and decentralization. Also highlight the merits and demerits of centralization and decentralization with examples.

Or

- (b) Enumerate in detail about the selection process which is widely followed in selecting IT professionals. Also highlight the different techniques used in selection process.
14. (a) Illustrate the different styles of leadership with suitable examples.

Or

- (b) What kind of difficulties may be faced in coordination? Explain the techniques to overcome those difficulties.
15. (a) Elaborate the different techniques of control. What are the essential components of an effective control system?

Or

- (b) Discuss the steps in controlling process.

PART C — (1 × 15 = 15 marks)

16. (a) Read the following case and answer the questions given at the end :

Suresh works in a bulb manufacturing company. Each bulb which is manufactured is of standard size and quality. Further if there is any unrequired type of bulb manufactured then its production is stopped. Last month when the company came to know that 10 watt bulbs were no more liked by customers, their production was stopped. He works in the purchase department. His job is to purchase the filaments required to make bulbs. This time when he purchases the filament he gets the instruction from the seller that some special care needs to be taken in the first hour of fixing the filaments inside the bulb. Suresh knows this information should be given immediately to the production department

before the assembling process starts. However he finds that his company's policies only allow him to give the message to his immediate boss who will further pass this message to his boss. The passing of this message will continue till it reaches the desired person in the production department.

- (i) Which technique of management is followed here?
- (ii) Also name the principle of management followed here by the company?
- (iii) Which option is now available to Suresh since the company is not allowing him to interact with the concerned worker in the production department?

Or

- (b) The general manager has hired the services of a personnel manager but has purposely not defined the newcomer's role in the organization. You, a line supervisor have become involved in several arguments with this personnel administrator when he attempted to relieve you and other supervisors of the authority, for transferring and promoting employees, changing wage rates and other matters on which he should be only advising line management. But you feel that he does not have the proper perspective for his job and that he is trying to take over more and more power in order to create a good job for himself and a favorable impression on the management.

You have mentioned this grabbing of authority by the manager, to your boss and have asked him to define the manager's job. The boss has answered that he is allowing the manager to find his own footing in the organization. You feel that the morale of the people in your department will suffer unless the manager's position is made clear.

Questions :

- (i) Discuss the above situation from a line point of view. (4)
- (ii) Discuss the situation from the manager's viewpoint. (4)
- (iii) Develop a practical working relationship based on the principles of good organization. (5)
- (iv) Is it desirable to allow the manager to find his own footing in the organization? (2)