

**Question Paper Code : 71925**

B.E./B.Tech. DEGREE EXAMINATION, APRIL/MAY 2015.

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 2351/10177 GE 003/10144 GE 003 - Principles of Management for B.E. (Part-Time) Sixth/Seventh Semester - Civil Engineering/ Textile Technology/ECE - Regulation 2009/2010)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is the basic role of managers?
2. Define 'scientific management'.
3. What is the main purpose of planning?
4. Distinguish strategic planning and tactical planning.
5. What do you understand by assessment centers?
6. Give an example of how functional authority works in an organization.
7. How does leadership differ from management?
8. Define Job enlargement.
9. List the basic types of control.
10. What are the three potential pitfalls of budgets?

11. (a) Explain in detail about Henry Fayol's contribution towards classical approach towards management.

Or

- (b) (i) Discuss the relative importance of each type of the skills to lower, middle and upper level managers. (8)  
(ii) Describe the motion study as used by the Gilbreths. (8)

12. (a) (i) Discuss some of the tools for developing organizational strategies. (10)  
(ii) Explain the steps involved in Decision making process. (6)

Or

- (b) (i) Elaborate the different types of organizational plans. (10)  
(ii) What do you understand by Management by Objectives (MBO)? What are its advantages and limitations? (6)

13. (a) (i) Describe a case in which matrix organization structure will be effective. Also discuss the advantages and limitations of matrix organization. (10)  
(ii) Compare formal and informal organizations. (6)

Or

- (b) (i) "Delegation is the ability to get result through others" — Discuss. Explain the steps and guidelines to be followed while delegating authority. (8)  
(ii) Explain the various methods of training. (8)

14. (a) (i) Explain the types of formal organizational communications. (8)  
(ii) Discuss the obstacles to the leader flexibility and leader styles based on them. (8)

Or

- (b) Does motivation important for organization development/achievement? Justify your answer with Maslow's hierarchy of needs.

15. (a) (i) Explain the relationship between controlling and overall management. Discuss the steps in controlling process. (10)  
(ii) Describe the potential barriers to successful controlling. (6)

Or

- (b) Discuss briefly about (i) Break event analysis and (ii) budget as tools for organizational control. (8 + 8)