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Question Paper Code: 56P06

M.E.DEGREE EXAMINATION, APRIL 2019

Elective

CAD / CAM

15PCD606 – BUSINESS MANAGEMENT AND LEADERSHIP

(Regulation 2015)

(Common to Structural Engineering branch)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART - A (5 x 20 = 100 Marks)

1. (a) Explain the forms of Business Organizations. CO1- U (20)
Or
(b) Explain Mgt is an art or science both science and art. CO1- U (20)
2. (a) Explain in detail notes on MBO. CO2- U (20)
Or
(b) Explain about Rational decision-making. CO2- U (20)
3. (a) Explain the important principles of organizing. CO3-U (20)
Or
(b) Explain the factors that affect the span of control. CO3-U (20)
4. (a) Explain the merits and demerits of different means of motivation. CO4- U (20)
Or
(b) Describe the barriers of communication. Give suitable remedies for each barrier. CO4- U (20)

5. (a) Explain the features of PERT. CO5- U (20)

Or

(b) Point out five major differences between a domestic firm and an MNC and discuss their importance. CO5- U (20)
