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Question Paper Code : 21602

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

Seventh Semester

Electrical and Electronics Engineering

MG 2351/MG 61/10177 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 Eighth Semester – Electronics and Instrumentation Engineering and Instrumentation and Control Engineering)

(Regulation 2008/2010)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Administration.
2. What is globalization?
3. What are the objectives of planning?
4. Name any four Quantitative forecasting techniques.
5. Define Organizing.
6. What are the advantages of decentralization?
7. What is meant by Brainstorming?
8. What are the different types of management strategies involved in leadership?
9. List any four types of control.
10. Define MIS.

PART B — (5 × 16 = 80 marks)

11. (a) Discuss Henry Fayol's principles of Management. (16)

Or

- (b) Explain the trends and challenges of management in global scenario. (16)

12. (a) Define strategic planning. What are the steps involved in strategic planning? (16)

Or

- (b) Define decision making process! Explain the process followed while taking a decision in normal situation. (16)

13. (a) What is meant by Departmentation? Explain the need and importance of departmentation. (16)

Or

- (b) Define span of management? Explain the factors which influence the effective span of management. (16)

14. (a) Discuss the Maslow's need hierarchy theory. Compare and discuss the Maslow and Herzberg's theory of Motivation. (16)

Or

- (b) What is organizational culture? Explain the types of organizational culture. (16)

15. (a) Explain the steps involved in the process of controlling. (16)

Or

- (b) Explain the steps involved in the implementation of budgetary control. (16)