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Question Paper Code : 51081

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

Seventh Semester

Electrical and Electronics Engineering

MG 75 — PRINCIPLES OF MANAGEMENT

(Common to Eighth Semester Electronics and Instrumentation Engineering and
Instrumentation and Control Engineering)

(Regulation 2008)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What do you mean by Ethics in management?
2. Write a note on Esprit de corps.
3. List out various steps in planning.
4. What is MBO?
5. Define organising.
6. Write a note on managerial grid.
7. What is intrinsic motivation?
8. List any four important needs of communication.
9. What are the important characteristics of control?
10. What do you mean by productivity?

PART B — (5 × 16 = 80 marks)

11. (a) "Management as a component of social system" – Discuss.

Or

(b) Explain the major functions in different levels of management.

12. (a) Discuss the strategic planning process in detail.

Or

(b) (i) What you mean by planning? Explain its classifications. (8)

(ii) Explain the purpose of planning. (8)

13. (a) What is span of control? Explain the determinants of span of control.

Or

(b) What are the various types of training? Explain.

14. (a) Explain various types of creative tools used in industry.

Or

(b) (i) Explain the essential qualities for effective leadership. (10)

(ii) Explain the Maslow's hierarchy of needs. (6)

15. (a) How is IT used in productivity and operations management?

Or

(b) Discuss the global management theory in Indian context.