Reg. No. : ☐☐☐☐☐☐☐☐☐☐☐☐

Question Paper Code : 65063

5 YEAR M.Sc.DEGREE EXAMINATION, MAY/JUNE 2013.

Ninth Semester

Software Engineering

XCS 471 – PRINCIPLES OF MANAGEMENT

(Common to 5 Year M.Sc. Computer Technology / 5 Year M.Sc. Information Technology)

(Regulation 2003)

Time : Three hours   Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define management.

2. Who is a manager?

3. Distinguish between programmed and non-programmed decisions.

4. Define planning.

5. What is a line organization?

6. What is meant by departmentation?

7. What is meant by upward communication?

8. Define motivation.

9. Why are controls often resisted by employees?

10. Define budgeting.

PART B — (5 × 16 = 80 marks)

11. (a) (i) Discuss briefly the classical theories. Are they relevant to modern management? Explain. (8)

    (ii) Discuss the various functions of a manager. (8)

Or

    (b) (i) What are the major findings of the Hawthorne experiments? What is their significance to a practicing manager? (8)

    (ii) Explain the various theories of ethics. (8)

12. (a) (i) Explain long-range and short-range planning. Also discuss the problems of long-range planning and control. (8)

    (ii) What are the various steps involved in the decision making process? (8)

Or

    (b) (i) Discuss any two methods of forecasting. What are their advantages and limitations? (8)

    (ii) Explain decision making under certainty, risk and uncertainty with example. (8)

13. (a) Explain functional, product and process departmentation. Draw illustrative diagrams. Discuss the merits and limitations of each. Also give illustrations in each case to indicate the kind of organization for which various kinds of departmentation are suitable. (16)

Or

    (b) (i) Define decentralization. List the advantages of decentralization. The degree of decentralization often varies from department to department in the same organization. Why does this happen? (8)

    (ii) Describe the importance of staffing. What difference do you see in the problems of staffing for managers and non-managers? (8)

14. (a) (i) Discuss Maslow's need hierarchy theory of motivation. How can a manager use this theory for motivating his employees? (8)

    (ii) Discuss the major strategies for improving communication effectiveness. (8)

Or

    (b) (i) Discuss Herzberg's theory of motivation. What are its limitations?(8)

    (ii) Discuss the qualities of a good leader. (8)

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15. (a) (i) Write short notes on e-commerce. (8)

        (ii) What are non-budgetary control techniques? Discuss briefly any two of them. (8)

<div align="center">Or</div>

  (b) What is ratio analysis? Describe some important ratios used by organizatios for the purpose of control. How far is ROI a measure of organizational efficiency? (16)