

E

Reg. No. :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code: 56P06

M.E.DEGREE EXAMINATION, NOV 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 Henry Fayol's Contribution CO1- U (20)
Or
(b) Explain the approaches to management. CO1- U (20)
2. (a) Explain the Characteristics of a sound plan. CO2- U (20)
Or
(b) Explain the term decision and decision-making. CO2- U (20)
3. (a) Discuss the essentials of effective delegation of authority. Explain its obstacles. CO3-U (20)
Or
(b) Describe the various types of tests and interviews usually designed in a typical selection procedure. CO3-U (20)
4. (a) Compare and contrast Maslow and Hertzberg theory of motivation. CO4- U (20)
Or
(b) List the different channels for transmitting a message. State the merits and demerits of each. CO4- U (20)

5. (a) Explain the principles of preventive control. CO5- U (20)
Or

(b) Explain how OR helps to enhance productivity? What are its CO5- U (20)
limitations?
