Reg. No. :											
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Question Paper Code: 49714

B.E./B.Tech. DEGREE EXAMINATION, DEC 2020

Elective

Mechanical Engineering

14UME914 – PRINCIPLES OF MANAGEMENT

(Common to ALL branches)

(Regulation 2014)

Duration: 1.15 hrs Maximum: 30 Marks

PART A - $(6 \times 1 = 6 \text{ Marks})$

(Answer any six of the following questions)

1.	What level of an organization does a corporate manager operate?					
	(a) Functional	(b) Operational	(c) Middle level	(d) Top level		
2.	The number of persocalled	ons reporting directly	to a superior person is	CO1- R		
	(a) communicating	(b) coordinating	(c) both a & b	(d) span of control		
3.	MBO was invented by	/		CO2- R		
	(a) Peter Drucker		(b) Koontz & O 'Donel	1		
	(c) Henry Fayol		(d) None of the above			
1.	Tactical planning is al	so known as		CO2- R		
	(a) Strategic planning		(b) operational planning			
	(c) corporate planning	;	(d) proactive planning			
5.	Staff authority works	as		CO3- R		
	(a) chain of command		(b) channel of commun	ication		
	(c) carrier responsibili	tv	(d) advice on certain ma	atters		

6.	Oldest form of organi	zation		CO	3- R	
7.	(a) Line(c) line and staffCommunication begin	ns with	(b) functional(d) none of these	СО	4- R	
	(a) encoding		(c) decoding	(d) channel selec	tion	
8.	Which one of the motivation?	_	s a process theory of		4- R	
	(a) Maslow's need his	erarchy	(b) vroom's valence	expectancy		
	(c) motivation - hygie	ene	(d) equity theory			
9.	. Routing and scheduling are integral part of					
	(a) product planning	(b) work study	(c) job analysis	(d) quality contro	ol	
10.	Break even analysis c	CO5- R				
	(a) fixed expense	(b) variable cost	(c) sales revenue	(d) all the above		
		PART - B (3)	3 x 8= 24 Marks)			
		(Answer any three of	the following questions)	l		
11.	Illustrate the different	CO1- App	(8)			
12.	What are the object objectives for a manu	et CO2- App	(8)			
13.	Identify the merits and examples.	CO3- Ana	(8)			
14.	. Describe anyone motivation theory and suggest how the motivation CO4- U theory might aid in getting managers to motivate their staff.					
15.	Describe in detail abo	CO5- U	(8)			