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Question Paper Code: 52136

M.E.DEGREE EXAMINATION, NOV 2016

Elective

CAD / CAM

15PCD606 – BUSINESS MANAGEMENT AND LEADERSHIP

(Regulation 2015)

(Common to Structural Engineering branch)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

(5 x 20 = 100 Marks)

1. (a) Explain the principle of F.W. Taylor theory. (20)

Or

(b) (i) Explain the evolution of management thought. (10)

(ii) Explain the roles of management. (10)

2. (a) (i) Explain systematic planning process. (10)

(ii) What is forecasting and list out the difference between MIS and DSS? (10)

Or

(b) (i) What are the techniques of decision-making under conditions of uncertainty? (10)

(ii) Explain environmental analysis. (10)

3. (a) Explain functional organization. Enumerate the merits and demerits. (20)

Or

- (b) Discuss in detail about the various approaches followed in organizations for manager development. (20)
4. (a) (i) Enumerate the personality theories of leadership. (10)
- (ii) Compare the various styles of leadership. (10)

Or

- (b) Explain the term “Grapevine” as a channel of communication. What are the benefits to the management? (20)
5. (a) (i) Explain the traditional and modern techniques of control. (10)
- (ii) What are the requirements of an effective control system? (10)

Or

- (b) (i) Explain the merits and demerits of globalization and liberalization. (10)
- (ii) Explain the role of Information systems in controlling. (10)
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