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Question Paper Code: 49714

B.E./B.Tech. DEGREE EXAMINATION, NOV 2018

Elective

Mechanical Engineering

14UME914 – PRINCIPLES OF MANAGEMENT

(Common to ALL branches)

(Regulation 2014)

Duration: Three hours

Maximum: 100 Marks

PART A - (10 x 1 = 10 Marks)

(Answer all Questions)

1. What level of an organization does a corporate manager operate? CO1- R
(a) Functional (b) Operational (c) Middle level (d) Top level
2. The number of persons reporting directly to a superior person is called 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 'Donell
(c) Henry Fayol (d) None of the above
4. Tactical planning is also 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 communication
(c) carrier responsibility (d) advice on certain matters

6. Oldest form of organization CO3- R
- (a) Line (b) functional
(c) line and staff (d) none of these
7. Communication begins with CO4- R
- (a) encoding (b) idea generation (c) decoding (d) channel selection
8. Which one of the following theories is a process theory of motivation? CO4- R
- (a) Maslow's need hierarchy (b) vroom's valence expectancy
(c) motivation - hygiene (d) equity theory
9. Routing and scheduling are integral part of CO5- R
- (a) product planning (b) work study (c) job analysis (d) quality control
10. Break even analysis consists of CO5- R
- (a) fixed expense (b) variable cost (c) sales revenue (d) all the above

PART – B (5 x 2= 10Marks)

11. What are the essential skills of Managers?. CO1- R
12. What is MBO? CO2- R
13. Define staffing. CO3- R
14. What do you mean by motivation? CO4- R
15. Why controlling is important? CO5- R

PART – C (5 x 16= 80Marks)

16. (a) Illustrate the different roles and functions of a manager. CO1- App (16)
- Or
- (b) Explain the contributions of Henri Fayols 14 principles of managements? CO1- App (16)
17. (a) What are the objectives of planning? Illustrate how you will set objectives for a manufacturing organization. CO2- App (16)
- Or
- (b) Identify the various elements in planning and write a note on it. CO2- App (16)

18. (a) Identify the merits and demerits of a line and staff organization with examples. CO3- Ana (16)
- Or
- (b) What are the steps involved in selection and recruitment process? Explain in detail. CO3- Ana (16)
19. (a) Describe anyone motivation theory and suggest how the motivation theory might aid in getting managers to motivate their staff. CO4- U (16)
- Or
- (b) Identify the barriers in communication and explain how to overcome them. CO4- Ana (16)
20. (a) Describe in detail about the steps in the control process. CO5- U (16)
- Or
- (b) Discuss in detail about the budgetary and non-budgetary control techniques. CO5- U (16)

