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Question Paper Code: 59774

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

Open elective

Civil Engineering

15UME974 - PRINCIPLES OF MANAGEMENT

(Common to CSE, ECE, EEE, EIE ,IT and Chemical Engineering branches)

(Regulation 2015)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 1 = 10 Marks)

1. Esprit corps means CO1- R
(a) Union is strength (b) Service is our motto
(c) Buyer beware (d) None of the above
2. The word _____ denotes a function, a task, a discipline. CO1- R
(a) Management (b) Leadership (c) Motivation (d) None of the above
3. Which one of the following is not a forecasting technique? CO2- R
(a) Opinion poll (b) Econometrics (c) Regression analysis (d) Hunches
4. Delphi technique is associated with CO2- R
(a) Decision making (b) Planning (c) Coordination (d) Leadership
5. Which one of the following factors is not important in organization design? CO3- R
(a) Environment (b) Strategy (c) Information relationships (d) Technology
6. Which one of these can be delegated? CO3- R
(a) Power (b) Authority (c) Responsibility (d) Accountability

7. Communication begins with CO4- R
- (a) Encoding (b) Idea generation (c) Decoding (d) Channel selection
8. According to Herzberg, which of the following is a maintenance factor? CO4- R
- (a) Salary (b) Work itself (c) Responsibility (d) Recognition
9. ABC analysis dealt with CO5- R
- (a) CPM (b) PERT (c) Hospitals (d) Private homes
10. Gantt chart provides information about CO5-R
- (a) Inventory control (b) Production schedule
- (c) Material handling (d) Machine utilization

PART – B (5 x 2= 10 Marks)

11. Define Scientific Management. CO1- U
12. List out the features of planning. CO2-U
13. Compare recruitment and selection. CO3- Ana
14. Define Innovation. CO4- U
15. What is concurrent control? CO5- U

PART – C (5 x 16= 80 Marks)

16. (a) Explain the major functions of management. CO1- U (16)
- Or
- (b) Explain the principal contribution of H.Fayol to the development of management thoughts. CO1- U (16)
17. (a) Develop the various planning methodologies implemented in a business system. CO2-Ana (16)
- Or
- (b) Identify the various elements of forecasting process. CO2-Ana (16)
18. (a) Identify the merits and demerits of a line and staff organization with examples. CO3-Ana (16)

Or

- (b) Identify the factors determining departmentation. Mention the bases of departmentation and give examples. CO3-Ana (16)
19. (a) Explain creativity tools used in industry with examples. CO4- U (16)
- Or
- (b) Explain different styles of leadership based on authority. CO4- U (16)
20. (a) Explain the various tools and techniques to improve productivity. CO5- U (16)
- Or
- (b) Explain the various factors favoring and preventing a country in globalization process. CO5- U (16)

