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Question Paper Code: 56P06

M.E.DEGREE EXAMINATION, NOV 2018

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 Strategic management process. CO2- U (20)
3. (a) Explain the different factors that determine the degree of decentralization. CO3-U (20)
Or
(b) Give a detailed comparison among various sources of recruitment on the basis of cost involved, quantity and quality of personnel and other important considerations. CO3-U (20)
4. (a) Explain Vroom's and Lawlers Expectancy Theory. CO4- U (20)
Or
(b) Briefly describe the communication process. CO4- U (20)

5. (a) Explain how direct control is different from preventive control. CO5- U (20)

Or

(b) Compare the management practices in Japan with those in the US. CO5- U (20)
