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Question Paper Code : 75556

5 Year M.Sc. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2013.

Seventh Semester

Computer Technology

XCS 471 — PRINCIPLES OF MANAGEMENT

(Common to 5 Year M.Sc. Software Engineering / M.Sc. Information Technology)

(Regulation 2003/2010)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define the term: management.
2. What are the functions of management?
3. What is the purpose of planning in management?
4. Define MBO.
5. What is meant by organisation structure?
6. What are the pros and cons of decentralization of authority?
7. Write a note on Maslow's hierarchy of needs.
8. Differentiate between formal and informal communication.
9. Define PERT and CPM.
10. Explain BEA with neat sketch.

PART B — (5 × 16 = 80 marks)

11. (a) State and explain the fourteen principles of general management by Henry Fayol. (16)
- Or
- (b) (i) Discuss different business environment followed in an organization. (8)
- (ii) Briefly discuss about management ethics and value system. (8)
12. (a) (i) Explain the types of plans. Narrate those plans with suitable examples. (8)
- (ii) What are the various approaches used in forecasting? Explain briefly. (8)
- Or
- (b) (i) Discuss the process involved in decision making. (8)
- (ii) Explain the important techniques of decision making under different situation in a firm. (8)
13. (a) What is the need for organisation structure and explain its impact over the performance of an organization. (16)
- Or
- (b) (i) Define centralization and decentralization, and explain its merits and limitations. (8)
- (ii) Explain the functions of HRD and discuss the scope of performance appraisal in HRD. (8)
14. (a) (i) Discuss the different styles of leadership, pointing out its merits and demerits. (10)
- (ii) Define leadership and explain the characteristic of a successful leadership. (6)
- Or
- (b) (i) Discuss various methods of communication. (8)
- (ii) Explain the barriers in communication with its types. (8)
15. (a) (i) State the basic requirements of good controlling. (8)
- (ii) Write the objectives of budgetary control. (8)
- Or
- (b) (i) Differentiate between MBO and MBE. (6)
- (ii) Explain the non budgetary control techniques. (10)