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Question Paper Code : 31602

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2013.

Seventh Semester

Electrical and Electronics Engineering

MG 2351/MG 61/10177 GE 003/10144 GE 003 – PRINCIPLES OF MANAGEMENT

(Common to Seventh Semester – Polymer Technology, Textile Technology, Textile Technology(Fashion Technology) Sixth Semester – Aeronautical Engineering, Automobile Engineering, Civil Engineering, Electronics and Communication Engineering and Mechanical Engineering and also common to Eighth Semester – Electronics and Instrumentation Engineering and Instrumentation and Control Engineering)

(Regulation 2008/2010)

(Common to PTMG 2351 – Principles of Management for B.E. (Part – Time) Fifth Semester – Civil Engineering – Regulation 2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are the objectives of planning?
2. List the steps in the decision making process.
3. What is the necessity of organization?
4. What are the functions performed by a low level manager?
5. What are programmed decisions?
6. What are the limitations of quantitative approach to management?
7. What are the differences between formal and informal communication?
8. What are the limitations of matrix organization Structure?
9. List the steps involved in directing.
10. What are the kinds of skills companies look for in managers?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the principles of administrative theory of management with an suitable illustrations.

Or

- (b) Explain the salient features of neo-classical theory of management with the human relations approach and behavioral science approach.

12. (a) Explain the steps in the Planning process.

Or

- (b) A farm owner is seriously considering of drilling a farm well. In the past, only 7% of wells drilled were successful at 200 feet depth in that area. Moreover, on finding no water at 200 ft., some persons drilled it further up to 250 ft., but only 20% struck water at 250 ft. The prevailing cost of drilling is Rs. 50 per foot. The farm owner has estimated that in case he does not get his own well, he will have to pay Rs. 15000 over the next 10 years to buy water from neighbours. The following decisions can be optimal.

- (i) do not drill any well
- (ii) drill up to 200ft
- (iii) if no water is found at 200 ft, drill further up to 250ft.

Draw an appropriate decision tree and determine the farm owner's strategy under EMV approach.

13. (a) (i) What is span of Control? (4)
(ii) Explain the factors which influence the span of control. (12)

Or

- (b) Explain line and functional organizational structures with their advantages and limitations.

14. (a) Explain the process of communication and also explain the barriers to effective communication.

Or

- (b) Explain Porter and Lawler theory of motivation and Adam's equity theory of motivation.

15. (a) Explain any four non-budgetary control techniques with suitable examples.

Or

- (b) Explain the steps involved in the quality control Process with advantages and disadvantages.