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Question Paper Code : 11081

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

Seventh Semester

Electrical and Electronics Engineering

MG 75 — PRINCIPLES OF MANAGEMENT

(Common to Electronics and Instrumentation Engineering/ Instrumentation and Control Engineering)

(Regulation 2008)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Mention the functions of a manager.
2. Define the term 'social responsibility'.
3. State the different types of plans.
4. What do you mean by decision making?
5. What is 'centralization'?
6. List the different methods of performance appraisal.
7. What is the meaning of career planning?
8. Define 'job enrichment'.
9. What is 'controlling'?
10. Name any four controlling techniques.

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the contributions made by Henry Fayol and F.W.Taylor to the field of management.

Or

- (b) (i) Whether management is an art or science? Discuss. (8)
(ii) State the significance of ethics and value systems. (8)

12. (a) Discuss the various steps in the planning process.

Or

- (b) (i) Explain the concept and significance of management by objectives. (8)
(ii) Define planning. Discuss the different types of plans. (8)

13. (a) (i) Elucidate the nature and purpose of organization. (8)
(ii) Differentiate between delegation of authority and decentralization. (8)

Or

- (b) Describe the steps in selection process.

14. (a) (i) Explain Herzberg's two factor theory and differentiate it from Maslow's theory. (8)
(ii) Discuss any two leadership theories in detail. (8)

Or

- (b) Describe the communication process in detail. What are the barriers of effective interpersonal communication?

15. (a) (i) Explain the concept and process of controlling. (8)
(ii) Briefly discuss the tools of organizational control. (8)

Or

- (b) Discuss the Concept of operations management with suitable examples. What are the major activities associated with it?