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Question Paper Code: 39078

B.E. / B.Tech. DEGREE EXAMINATION, NOV 2017

Elective

Mechanical Engineering

01UME915 - PRINCIPLES OF MANAGEMENT

(Regulation 2013)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 2 = 20 Marks)

1. Define management.
2. What is scientific management?
3. What are planning premises?
4. What are programmed decisions?
5. Distinguish between formal and informal organizations.
6. What is span of control?
7. Differentiate creativity and innovation.
8. Define organizational culture.
9. What is preventive control?
10. Define productivity.

PART - B (5 x 16 = 80 Marks)

11. (a) Discuss Henry Fayol's principles of management. (16)

Or

- (b) Explain the evolution of management thought by different experts in management. (16)

12. (a) Explain the steps involved in planning process. (16)
- Or
- (b) Write short notes on Management by Objectives. (16)
13. (a) Describe matrix organization structure. (16)
- Or
- (b) Elucidate the steps in selection process. (16)
14. (a) What do you understand by "Leadership style"? Describe the different styles of leadership. (16)
- Or
- (b) Discuss the Maslow's need hierarchy theory. Compare and discuss the Maslow's and Herzberg's theory of Motivation. (16)
15. (a) Explain the steps involved in the process of controlling. (16)
- Or
- (b) Give an account of some popular non-budgetary control techniques, with special reference to break-even analysis and ratio analysis. (16)
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