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Question Paper Code : 91698

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2014.

Seventh Semester

Electrical and Electronics Engineering

MG 2351/10177 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 2351/10177 GE 003/10144 GE 003 – Principles of Management for B.E. (Part-Time) Sixth/Seventh Semester – Civil Engineering/ Textile Technology/ECE – Regulation 2009/2010)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define management.
2. Point out any three differences between administration and management.
3. Define Corporate Planning.
4. Write short notes on Policy making.
5. Define Authority.
6. What is Staffing?
7. Write short notes on Laissez faire leader.

8. Write short notes on Elements of Communication.
9. What are the budgetary controls?
10. Define Purchase Control.

PART B — (5 × 16 = 80 marks)

11. (a) Enumerate Fayol's principles of management. How are they different from Taylor principles? Comment on them in brief.

Or

- (b) Explain the roles and social responsibility of a manager.

12. (a) What is Planning? Describe the steps involved in planning.

Or

- (b) Explain in detail about M.B.O.

13. (a) Describe the various bases for departmentation and suggest a scheme of departmentation for a large marketing organization with a field network all over the country.

Or

- (b) Explain selection and Recruitment process.

14. (a) Describe anyone motivation theory and suggest how the motivation theory might aid in getting managers to motivate their staff.

Or

- (b) Explain the different barriers of communication. What steps can be taken to overcome such barriers?

15. (a) What is control? Discuss the phases in control.

Or

- (b) Explain different Budgetary and non-budgetary control techniques.