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Question Paper Code : 71022

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2016

Seventh Semester

Civil Engineering

MG 61 – PRINCIPLES OF MANAGEMENT

**(Common to Aeronautical Engineering, Automobile Engineering, Mechanical Engineering
and Polymer Technology, Textiles (Fashion Technology))**

(Regulations 2008)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions.

PART – A (10 × 2 = 20 Marks)

1. Define management.
2. State the development of management thought.
3. Write any two objectives of planning.
4. What do you mean by strategy ?
5. What do you mean by splintered authority ?
6. List the external factors affecting staffing.
7. Define job enrichment.
8. Distinguish between creativity and Innovation.
9. What is "Master Budget" ?
10. Define the term "Productivity."

PART – B (5 × 16 = 80 Marks)

11. (a) Discuss in detail about Henri Fayol's contribution towards principle of Management. (16)

OR

- (b) Explain briefly about the different factors affecting the Organizational environment. (16)

12. (a) (i) State and explain the principle of planning premises. (10)
(ii) State the distinction between strategy and policy. (6)

OR

- (b) (i) Discuss the various steps involved in planning. (10)
(ii) State the nature of managerial decision making. (6)

13. (a) Explain with examples line and staff organisation with benefits limitations. (16)

OR

- (b) Explain the different activities of a human resources department (HRD) in selecting an employee for an organisation. (16)

14. (a) (i) Discuss the different types of leadership. (8)
(ii) Describe any two motivation theories. (8)

OR

- (b) (i) State the principles of effective communication. (8)
(ii) Discuss the various barriers to communication. (8)

15. (a) Compare direct and preventive controls in terms of their assumptions, advantages and limitations. (16)

OR

- (b) (i) Write short notes on globalization and liberalization. (6)
(ii) Bring out the differences in management approaches in Japan and USA. (10)