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**Question Paper Code : 51925**

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

**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)**

**(Regulations 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 – Regulations 2009/2010)**

**Time : Three Hours**

**Maximum : 100 Marks**

**Answer ALL questions.**

**PART – A (10 × 2 = 20 Marks)**

1. Define Corporate Social Responsibility. Give an example.
2. State any four managerial skills.
3. Define MBO. Give an example.
4. Define DSS.
5. State the principle of span of management.
6. Define the process of decentralisation. Give an example.

7. State the different psychological needs.
8. Mention some communication barriers.
9. When do you required PERT ?
10. Define budgeting. Give examples.

**PART – B (5 × 16 = 80 MARKS)**

11. (a) With illustrations, discuss the various challenges and trends of management in the current modern scenario.

**OR**

- (b) What are the different functions of managers ? Describe each of them in detail.

12. (a) Describe the different steps involved in Planning with suitable examples.

**OR**

- (b) What are strategies and policies? How can strategies be implemented effectively ? Discuss.

13. (a) Write a note on the different factors influencing Span of Management. Explain with real life examples.

**OR**

- (b) What is performance appraisal? Describe any two methods of performance appraisal.

14. (a) Describe the expectancy theories of motivation. What are their implication in real life scenario?

**OR**

- (b) What are the different ingredients of leadership? Explain them in detail.

15. (a) What are the different non-budgetary methods of control? Describe each of them.

**OR**

- (b) Describe the principle of preventive control? What are the advantages associated with preventive control ?