

31/5/16 AN

Reg. No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code : 71021

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

Seventh Semester

Electrical and Electronics Engineering

MG 75 – PRINCIPLES OF MANAGEMENT

(Common to Eighth Semester Electronics and Instrumentation Engineering and Instrumentation and Control Engineering)

(Regulations 2008)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions.

PART – A (10 × 2 = 20 Marks)

1. What do you mean by ethics in management ?
2. Write a short note on esprit de corps.
3. Classify plans and show them in the form of a pyramid.
4. Identify the three generic strategies of Porter.
5. What is the use of performance appraisal ? Is it required or not ?
6. List the various methods of selection process in IT/ITES companies.
7. What is intrinsic motivation ?
8. List any four important needs of communication.
9. What is 'controlling' ?
10. Name any four controlling techniques.

PART – B (5 × 16 = 80 Marks)

11. (a) “Management as a component of social system” – Discuss.

OR

- (b) Explain the major functions in different levels of management.

12. (a) Discuss the types of planning and need for critical planning approach.

OR

- (b) How decision making under uncertainty is carried out ? Discuss with example.

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) Explain the various types of creative tools used in industry.

OR

- (b) (i) Explain the essential qualities for effective leadership. (10)

- (ii) Explain the Maslow’s hierarchy of needs. (6)

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 ?