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**Question Paper Code : 27408**

**5 Year M.Sc. DEGREE EXAMINATION, MAY/JUNE 2016**

**Seventh Semester**

**Computer Technology**

**XCS 471 / 10677 SW 904 – PRINCIPLES OF MANAGEMENT**

**(Common to 5 Year M.Sc. Software Engineering and 5 Year M.Sc. – Information Technology)**

**(Regulations 2003/2010)**

**Time : Three Hours**

**Maximum : 100 Marks**

**Answer ALL questions.**

**PART – A (10 × 2 = 20 Marks)**

1. Define the term 'Management'.
2. List different approaches to Modern Scientific Management.
3. Define planning.
4. State the phases of decision making.
5. What is Decentralization ?
6. Define Performance appraisal.
7. Give any two leadership traits.
8. Define the term "Motivation".
9. What are the steps involved in the control process ?
10. When do electronic surveillance devices step over the line from "effective management controls" to "intrusions on employee rights" ?

**PART – B (5 × 16 = 80 Marks)**

11. (a) Explain how the contingency approach differs from the early theories of management.

**OR**

- (b) (i) Describe the relationship of value-based management to ethics. (8)  
(ii) Explain Mintzberg's managerial roles. (8)

12. (a) Explain the advantages and limitations of planning. Discuss the characteristics of planning.

**OR**

- (b) (i) Define 'Objectives'. Elaborate the criteria of sound Objectives.  
(ii) Discuss the importance of rationality in decision making.

13. (a) How do you make the organizing effective ? State and explain the steps involved in the process of organizing.

**OR**

- (b) Define span of control. Discuss the criteria in deciding the span of organization with example.

14. (a) Explain the process of communication. Also enumerate the characteristics of an effective communication in detail.

**OR**

- (b) Explain any four theories of leadership in detail. Also bring out the suitability of different types of leadership.

15. (a) What are the various budgetary control techniques used for management decisions ?

**OR**

- (b) Explain the following :  
(i) Management by objective  
(ii) Management by exception