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Question Paper Code : 27615

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

Ninth Semester

Software Engineering

ESE 094 – PRINCIPLES OF MANAGEMENT

(Regulations 2010)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions.

PART – A (10 × 2 = 20 Marks)

1. What is Management ?
2. List out the various approaches available for management system.
3. Define planning.
4. Mention the steps in planning.
5. Distinguish between centralisation and decentralisation staffing.
6. What is process ?
7. Define motivation.
8. Write a note on effective communication.
9. State the various techniques of controlling.
10. Draw the diagram for control process.

PART – B (5 × 16 = 80 Marks)

11. (a) Explain in detail about functions of a manager.

OR

(b) Discuss about management ethics and value system in brief.

12. (a) Describe about forecasting in detail with an example.

OR

(b) Write short notes on decision making under certainty and uncertainty.

13. (a) Discuss the following :

(i) Nature of organizing

(8)

(ii) Departmentation

(8)

OR

(b) State and explain about line/staff authority.

14. (a) Illustrate leadership models in detail with an example.

OR

(b) Write short notes on :

(i) Communication Process

(8)

(ii) Barriers

(8)

15. (a) Explain about budgetary controlling models in brief.

OR

(b) Describe in detail about control techniques and information technology.