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**Question Paper Code: 31788**

B.E. / B.Tech. DEGREE EXAMINATION, MAY 2017

Elective

Mechanical Engineering

01UME915 - PRINCIPLES OF MANAGEMENT

(Regulation 2013)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 2 = 20 Marks)

1. Is Management - an art or science? Justify.
2. Write about the public limited company.
3. List the steps involved in strategic planning.
4. Define the two metrics.
5. Mention the purpose of organization.
6. State the importance of HRM.
7. Mention the importance of leadership.
8. What is brain storming?
9. Write any four advantages of performance appraisal.
10. List out the characteristics of control function.

PART - B (5 x 16 = 80 Marks)

11. (a) (i) Discuss the various environmental factors that a manager should consider in an organization. (8)
- (ii) Explain in detail about the contributions of Henri Fayol. (8)

Or

- (b) (i) Demonstrate the role of scientific management in the modern era. (8)  
(ii) Outline the various forms of business organizations. (8)
12. (a) (i) Explain the various steps involved in planning process. (8)  
(ii) Describe the elements and process of management by objectives. (8)

Or

- (b) (i) Explain in detail the different types of plan. (8)  
(ii) Explain elaborately the rational decision making process. (8)
13. (a) (i) Discuss in detail the meaning, nature and purpose of organizing. (8)  
(ii) State the advantages and disadvantages of centralization and decentralization. (8)

Or

- (b) (i) Describe the characteristics of formal and informal organization. (8)  
(ii) Explain in detail about the objectives of performance appraisal. (8)
14. (a) (i) List the Importance of motivation in detail. (8)  
(ii) Discuss in detail the autocratic style and democratic style of leadership. (8)

Or

- (b) (i) Explain in detail the McGregor's theory X and theory Y. (8)  
(ii) Discuss the guidelines for effective communication. (8)
15. (a) (i) Explain any four non budgetary control techniques in detail. (8)  
(ii) List the various steps in cost control and also the advantages of cost control. (8)

Or

- (b) (i) Discuss the basic requirements of effective control. (8)  
(ii) Explain in detail the steps involved in quality control. (8)