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Question Paper Code : 11021

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2015.

Seventh/ Eighth Semester

Instrumentation and Control Engineering

MG 75 — PRINCIPLES OF MANAGEMENT

(Common to Electronics and Instrumentation Engineering Electrical and Electronics Engineering)

(Regulations 2008)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define management.
2. Distinguish between ethics and value systems.
3. Classify plans and show them in the form of a pyramid.
4. Identify the three generic strategies of Porter.
5. Define organising.
6. Write a note on managerial grid.
7. What is job enrichment?
8. Define leadership. List the various leadership styles.
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.

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12. (a) (i) Explain the types of planning. (8)
(ii) Discuss the steps in the planning process. (8)

Or

- (b) (i) Differentiate mission, objectives, strategies and policies. (8)
(ii) List the major features of managerial decision making. (8)

13. (a) Explain the success of delegation.

Or

- (b) Discuss the management development process.

14. (a) (i) Explain the various financial and non-financial incentives that motivate employees. (8)
(ii) Describe different styles of leadership based on authority. (8)

Or

- (b) Discuss the barriers and breakdowns in communication. Also, suggest some guidelines to overcome these barriers so as to improve the communication in an organization. (16)

15. (a) (i) Explain the concept and process of controlling. (8)
(ii) 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?