

LIB  
AUG  
05/01/2016 FN

Reg. No. : 

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

**Question Paper Code : 95615**

5 Years M.Sc. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2015.

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. Define 'Management'.
2. What is ethics in management?
3. What are the objectives of planning?
4. What is forecasting?
5. Define 'Organizing'.
6. What is staff authority?
7. Mention the importance of motivation.
8. State the need for communication.
9. What is management by exception?
10. Define 'Control'.

PART B — (5 × 16 = 80 marks)

11. (a) (i) What are the environmental factors that affect business? Explain. (8)
- (ii) Explain the functions of managers. (8)

Or

- (b) Examine the various approaches to management. (16)

12. (a) (i) What are the steps in planning process? Explain. (8)  
(ii) Briefly explain the modern approaches to decision making under uncertainty. (8)

Or

- (b) (i) Describe the various types of plan in detail. (10)  
(ii) Discuss the importance of planning in management. (6)
13. (a) (i) Explain the concepts of decentralization. (8)  
(ii) Explain the line organization with a neat sketch. (8)

Or

- (b) Explain any four methods of performance appraisal. (16)
14. (a) Discuss the different theories of motivation. (16)

Or

- (b) Define communication. What are the barriers to effective communication? How will you overcome those barriers? (16)
15. (a) Explain the steps involved in the implementation of budgetary control. (16)

Or

- (b) Give an account of some popular non-budgetary control techniques. (16)