

Reg. No. :

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Question Paper Code : 11555

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2012.

Seventh Semester

Electrical and Electronics Engineering

MG 2351/MG 64/MG 61/MG 75/10177 GE 003 — PRINCIPLES OF MANAGEMENT

(Common to Seventh Semester – Polymer Technology, Textile Technology, Textile Technology (Fashion Technology) and common to Sixth Semester – Aeronautical Engineering, Automobile Engineering, Civil Engineering, Electronics and Communication Engineering and Mechanical Engineering and also common to Eighth Semester – Electronics and Instrumentation Engineering and Instrumentation and Control Engineering)

(Regulation 2008)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define 'Management'.
2. Specify the functions of management.
3. List the different types of plans.
4. Define Strategy.
5. What is decentralization?
6. What are the sources of recruitment?
7. Define Motivation.
8. Who is a leader?
9. Define the terms budget and budgetary control.
10. What is quality control?

PART B — (5 × 16 = 80 marks)

11. (a) (i) Discuss the scope and Nature of management. (8)
(ii) What are the environmental factors that affect business? Explain. (8)

Or

- (b) Enumerate the trends and challenges of Management in the globalised era.
12. (a) Define planning. Explain the steps involved in the planning process.
- Or
- (b) Write short notes on the following :
(i) Management by objectives (8)
(ii) Types of strategies (8)

13. (a) Elucidate the steps in selection process.

Or

- (b) Explain any four methods of performance appraisal.
14. (a) (i) Explain any two theories of Motivation in detail. (8)
(ii) What are the essential qualities of a good leader? (8)

Or

- (b) Define communication. What are the barriers to effective communication?
15. (a) (i) Explain the concept and process of controlling. (8)
(ii) Write a note on the different types of control. (8)

Or

- (b) Discuss the various types of budgets in detail.