

B.E / B.TECH DEGREE EXAMINATIONS: NOV/ DEC 2010

Seventh Semester

U07GM701: Principles of Management

(Common to all branches of Engineering and Technology)

Time: Three Hours

Maximum Marks: 100

Answer ALL Questions:-

PART A (10 x 1 = 10 Marks)

1. The father of Scientific Management is
(A) Frederick W.Taylor (B) Henri Fayol (C) Elton Mayo (D) Max Weber
2. The World Trade Organization (WTO) was established in
(A) 1975 (B) 1985 (C) 1990 (D) 1995
3. The process of selecting missions and objectives and actions to achieve them is called
(A) Planning (B) Organizing (C) Directing (D) Controlling
4. The general statements that guide manager's thinking in decision making is called
(A) Strategy (B) Policies (C) Mission (D) Objectives
5. The leader who depends completely on subordinates for making decisions is called
(A) Dictatorial leader (B) Benevolent leader
(C) Democratic leader (D) Lassiez-faire leader
6. The communication between people on the same organization level is called
(A) Upward communication (B) Downward communication
(C) Crosswise communication (D) Horizontal communication
7. The commercial transactions through mobile phone is called
(A) e-commerce (B) Telecommuting (C) m-commerce (D) Internet
8. The bar chart shows the time relationship between the events of a production is called
(A) PERT (B) CPM (C) Gantt chart (D) Motion chart
9. Grouping of activities based on project or product management is called
(A) Departmentation by Territory (B) Departmentation by Customer group
(C) Departmentation by Product (D) Matrix organization
10. The test designed to measure the person's mental capacity is called
(A) Personality test (B) Intelligent test
(C) Proficiency and aptitude test (D) Vocational test

PART B (10 x 2 = 20 Marks)

11. Distinguish between Administration and Management.
12. Differentiate between Effectiveness and Efficiency.
13. What is meant by Management By Objectives (MBO)?
14. Differentiate between Programmed and non-programmed decisions.
15. What is meant by strategic business unit (SBU)?
16. Distinguish between recruitment and selection.
17. What is Job enrichment?
18. What are the steps involved in a basic control process?
19. What is zero-base budgeting?
20. List the advantages of Multinational Corporations (MNCs).

PART C (5 x 14 = 70 Marks)

21. a) Explain the different functions of management in details.
(OR)
b) Explain the contributions made by Frederick Taylor and Henri Fayol towards the development of managerial thought.
22. a) Why planning is regarded as a primary function of management? Discuss the important features and steps involved in a planning process.
(OR)
b) Explain the various techniques in business forecasting in detail.
23. a) Explain the various factors affecting the organization structure in detail.
(OR)
b) Explain the various staff selection processes in detail.
24. a) Explain the following theories of motivation.
(a) Theory X and Y (7)
(b) Maslow's need hierarchy theory (7)
(OR)
b) (i) Write brief note on "Barriers to communication" (7)
(ii) Describe in detail about the effect of electronic media in communication process. (7)
25. a) Explain the various requirements of an effective control system.
(OR)
b) (i) Describe the major functions of computer and its role on handling information. (7)
(ii) Explain the concept and role of MIS at various levels of management. (7)
