

Register Number.....

B.E. DEGREE EXAMINATIONS: APRIL/MAY 2012

Eighth Semester

COMPUTER SCIENCE AND ENGINEERING

U07GM701: Principles of Management

Time: Three Hours

Maximum Marks: 100

Answer All Questions:-

PART A (10 x 1 = 10 Marks)

1. Interpersonal and communication skills are often referred to as:
A. Technical skills. B. Conceptual skills. C. People skills. D. Planning skills.
2. LPG stands for Liberalization, _____ and Globalization.
A. Publicization. B. Privatization. C. Politisization. D. Persuasion.
3. A _____ is a prescribed series of related steps to be taken under certain recurring circumstances.
A. Procedure B. Plans C. Policy D. Project.
4. MBO Stands for
A. Management by Operative B. Management by Organisation
C. Management by Objectives D. Management by organizing
5. Which of the following functions or activities involve recruiting and placing qualified personnel needed for the organization so that it may achieve its objectives and goals?
A. Planning. B. Organizing. C. Staffing. D. Leading
6. As the number of employees in an organization grows, structure tends to become more
A. Informal B. Centralized C. Decentralized. D. Specialized.
7. What does Maslow propound about the five needs.
A. Ideal Bureaucracy B. Growth C. Structure D. Hierarchy
8. The most effective way of communication.
A. Email B. Written C. Verbal D. Conferencing.
9. The process of control is complete only when the organisations take _____ action.
A. Preventive B. Corrective C. Effective D. Lethargic.

10. Controlling means,

- A. Determining what tasks are to be done B. The process of defining goals.
C. Influencing individuals or teams. D. Comparing actual work with standard work.

PART B (10 x 2 = 20 Marks)

11. List the different levels of Management?
12. List any five types of Managerial skills?
13. What do you mean by planning?
14. What is forecasting?
15. Enumerate the significance of selection?
16. Differentiate between Authority and Power?
17. Mention few Electronic media used in communication?
18. What is the significance of leadership?
19. Define productivity?
20. List any four features of MNC's?

PART C (5 x 14 = 70 Marks)

21. a) (i) Explain the functions of Management? (7)
(ii) Explain the types of Business Organisation? (7)
(OR)
b) Explain the contributions of Henry Fayol?
22. a) (i) Write a brief note on MBO? (7)
(ii) Explain the characteristics of sound plan? (7)
(OR)
b) Explain in detail the steps in Decision making?
23. a) (i) Explain the process of selection? (7)
(ii) What are the merits and limitations of Line & Staff Organisation? (7)
(OR)

b) Explain the different basis of departmentation?

24. a) (i) Explain the Mc-Clelland's Need theory of motivation? (7)

(ii) Explain the types of leadership? (7)

(OR)

b) Explain briefly the barriers and breakdowns of effective communication?

25. a) (i) Explain the requirements of effective control systems? (7)

(ii) Provide an overall view on the various types of control techniques? (7)

(OR)

b) (i) What is Liberalization? Explain the major elements of Economic policy of Liberalization? (7)

(ii) What are the steps involved in the process of controlling? (7)
