

B.E. DEGREE EXAMINATIONS NOVEMBER 2012

SEMESTER

BRANCH: MECHANICAL ENGINEERING

GSS 102 / PRINCIPLES OF MANAGEMENT

Time : Three Hours

Maximum Marks: 100

Answer ALL Questions

PART – A (10×1 = 10 marks)

1. The person who propounded the theme of "systems dynamics".
 - a. Roethlisberger
 - b. Mary Parker Follet
 - c. William Dickson
 - d. White Head
2. Hawthorne effect states that
 - a. Mere observation of a group tends to change it
 - b. Productivity increases with more freedom of work
 - c. Better supervision helps in increasing output
 - d. Productivity increases with self-discipline
3. The types of plans that guide in the process of thinking and decision making is
 - a. Procedures
 - b. Strategies
 - c. Rules
 - d. Policies
4. Performance oriented appraisal is also called as
 - a. Management by exception
 - b. Management by committee
 - c. Management by objectives
 - d. Management by experience
5. The organizational structure that violates the principle of "unity of command"
 - a. Line organization
 - b. Project organization
 - c. Line and staff organization
 - d. Matrix organization
6. The number of subordinates a superior can effectively manage is termed as:
 - a. Manager control index
 - b. Span of control

- c. Manager effectiveness number
 - d. Subordinate control effectiveness index
7. The leadership style that exercises minimum control on subordinates by leaving them entirely to be on their own.
- a. Autocratic leadership
 - b. Democratic leadership
 - c. Laissez-faire leadership
 - d. Participative leadership
8. The fourth level in the Maslow need hierarchy theory is
- a. Love and status need
 - b. Esteem and status need
 - c. Social needs
 - d. Security needs
9. The Japanese approach of continuous improvement is called as
- a. Kaizen
 - b. Pokyoke
 - c. 5S
 - d. JIT
10. In China, the following economy exists.
- a. Market economy
 - b. Mixed economy
 - c. Centrally planned economy
 - d. Price based economy

Answer ALL Questions
PART – B (10×2 = 20 marks)

11. Define the term "management".
12. Define the term "administration".
13. What is meant by management by objectives?
14. What is line authority?
15. When is it possible for a manager to go in for a wider span of control?
16. State the difference between recruitment and selection.
17. State the hierarchy of needs listed by Maslow.
18. What is "grape vine" in communication?
19. What is liberalization in business?
20. Why is the American approach to improvement called as "Great leap approach"?

PART – C (5×14 = 70 marks)

21. a. Management is both art and science – Explain.

OR

b. Explain the three stages and findings of “Hawthorne studies”.

22. a. Explain the concept of MBO with a suitable example.

OR

b. Strategic planning always starts with “environment scanning”— explain why it is so with a suitable example?

23. a. Explain matrix organization with a suitable diagram.

OR

b. Explain systems approach in selection of managers.

24. a. Explain how the leadership grid developed by Robert Blake & Jane Mouton is used to explain the leadership styles used by managers.

OR

b. Explain Victor Vroom’s V.I.E. theory of work motivation with a suitable diagram.

25. a. Explain the relevance of social responsibility for business organizations.

OR

b. State the difference between the American approach to management and Japanese approach to management.