

Reg. No. :

V 4243

B.E./B.Tech. DEGREE EXAMINATION, APRIL/MAY 2008.

Seventh Semester

(Regulation 2004)

Textile Technology

MG 1351 — PRINCIPLES OF MANAGEMENT
(Common to Biotechnology, Textile Technology, (Fashion Technology) and Textile
Technology (Textile Chemistry))

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Distinguish between Administration and Management.
2. What are the elements of scientific management?
3. What is management by objectives?
4. List the importance of Forecasting in planning process.
5. Distinguish between Authority and Responsibility.
6. What is span of control in organisation structure?
7. Distinguish between creativity and innovation.
8. List the Hierarchy of needs as stated by maslow.
9. Define Productivity.
10. What is Liberalization?

PART B — (5 × 16 = 80 marks)

11. (a) What are the functions of management? How is it useful in organisational growth?

Or

- (b) State the contributions of Henry fayol and Taylor with respects to scientific management.

12. (a) Discuss the steps involved in planning. Explain it is useful in decision making.

Or

- (b) Write short notes on the following

- (i) Forecasting Techniques
(ii) Decision making under risk with examples.

13. (a) Explain the principles involved in forming an organisation structure? List the importance of Decentralization in an organisation.

Or

- (b) Explain how manpower inventory is forecasted? Also explain the selection process techniques adopted in an Human resource department.

14. (a) Explain the managerial grid? What are the qualities of a good Leader?

Or

- (b) Explain the term effective communication? List the barrier of effective communication and how to overcome it.

15. (a) What is Budgetary Control? Explain how it is useful in organisation.

Or

- (b) Explain how globalization and liberalization is useful in international management of Business.