

A 1402

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2007.

Sixth Semester

Electrical and Electronics Engineering

MG 331 — PRINCIPLES OF MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Management.
2. Differentiate between effectiveness and efficiency.
3. Define authority.
4. Explain 'Bounded' rationality.
5. Define performance appraisal.
6. Differentiate between recruitment and selection.
7. Explain the difference between a leader and a manager.
8. Define communication.
9. Define Bench Marking.
10. Define controlling.

PART B — (5 × 16 = 80 marks)

11. (a) (i) Explain the characteristics of excellent companies. (6)
(ii) Explain the arguments for and against business involvement in social activities. (10)

Or

- (b) Identify the various approaches to management analysis. Discuss their characteristics and contributions as well as their limitations. (16)

12. (a) (i) Explain rationality in decision making. Also explain the importance and limitations of rational decision making. (6)
- (ii) Explain the principle of limiting factor with an example. (6)
- (iii) How do you utilize 'marginal analysis' in evaluating alternatives. (4)

Or

- (b) (i) Explain the factors to be considered while determining the amount of decentralization appropriate for an organization. (8)
- (ii) Differentiate between line and staff authority. (4)
- (iii) Explain the difference between authority and power. (4)

13. (a) What are the essentials of a good appraisal system? Describe any two of performance appraisal methods in detail. (16)

Or

- (b) (i) Describe the steps involved in the selection process. (8)
- (ii) Describe the various types of tests used for the selection of personnel. (8)

14. (a) (i) Explain the various types of leadership with their advantages and limitations. (8)
- (ii) Explain in detail traits approach to leadership. (8)

Or

- (b) (i) Describe the various forms of communication. (8)
- (ii) Write short notes on communication in an organization. (8)

15. (a) (i) Explain the basic steps in a control process. (8)
- (ii) Explain the principle of critical point control. Also explain the different types of critical point standards. (8)

Or

- (b) Write short notes on :
- (i) Budgeting. (4)
- (ii) PERT (6)
- (iii) Productivity and Operations management. (6)

Time : 5

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