

C 3311

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

Fifth Semester

Computer Science and Engineering

MG 1351 — PRINCIPLES OF MANAGEMENT

(Regulation 2004)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is the difference between Management and Administration?
2. List the functions of Management.
3. Define MBO in planning.
4. List the forecasting technique used for decision making.
5. Site an example for formal and informal organisation.
6. Explain span of control in an organisation.
7. What are the hierarchy of needs?
8. Define effective communication.
9. What is budgetary control?
10. What is Liberalization?

PART B — (5 × 16 = 80 marks)

11. (a) (i) Is Management an Art, Science or profession? Discuss. (8)
(ii) Discuss the various management approach. (8)

Or

- (b) Explain the fourteen principles of management as stated by Henry Fayol. (16)

12. (a) Define strategic planning. What are the steps involved in planning? (16)

Or

(b) Define Forecasting. Explain the various forecasting techniques used for decision making process. (16)

13. (a) Discuss the merits and demerits of a line and staff organisation with examples. (16)

Or

(b) List the functions of staffing in HRD. Discuss in detail the steps involved in a selection of human resources. (16)

14. (a) (i) Discuss the different types of Leadership styles. (8)

(ii) Explain the need Hierarchy related to motivation. (8)

Or

(b) Define Communication, types of communication. Explain the barriers for effective communication. (16)

15. (a) (i) Explain how computers are useful in controlling organisational issues. (8)

(ii) What are requirements for effective control? (8)

Or

(b) Explain the effect of Globalization and Liberalization in the global business environment with examples. (16)

Time : Three

1. What

2. What

3. Exp

4. Lis

5. De

6. W

7. H

8. F

9. V

10.

11.