

Reg. No. :

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**R 3472**

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2007.

Sixth Semester

(Regulation 2004)

Electronics and Communication Engineering

MG 1351 — PRINCIPLES OF MANAGEMENT

(Common to Aeronautical Engineering, Information Technology, Production Engineering, Metallurgical Engineering, Mechatronics Engineering, Instrumentation and Control Engineering, Mechanical Engineering, Electrical and Electronics Engineering, Civil Engineering, Electronics and Instrumentation Engineering, Automobile Engineering and Biomedical Engineering)

(Common to B.E. (Part-Time) Fifth Semester Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. List the three essential skills according to Katz that managers need to perform the duties.
2. Define the term "Management".
3. What is MBO?
4. What is DSS?
5. Explain the term "Organization Strategy".
6. What is Organizational Structure?
7. Define Autocratic Leadership.
8. Bring out the benefits and drawbacks of electronic media in communication.
9. Define Budget.
10. What is Theory Z management?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the work of Henri Fayol as it relates to the general administrative approach to management. Also list and discuss any seven of Fayol's fourteen principles of management. (8 + 8)

Or

- (b) In the today's context explain in detail the different functions of management.
12. (a) Describe the various criteria on which organizations plans can differ. And provide a brief analysis of each criterion as it applies to organizational planning with examples.

Or

- (b) List and discuss the steps in the decision-making process with examples from Indian and International context.
13. (a) With illustrations and examples enumerate the different forms of departmentalization and their suitability.

Or

- (b) Bring out the factors that influence the amount of centralization and the amount of decentralization in an organization.
14. (a) (i) In a short essay, list and discuss the five needs that are based on Maslow's Hierarchy of Needs Theory. (8)
- (ii) Discuss job design and describe how a manager could utilize job scope, job enlargement, job enrichment, and job depth to design motivating jobs. (8)

Or

- (b) (i) List the elements of the communication process and explain the process of interpersonal communication. (8)
- (ii) List and discuss any five suggestions for managers to overcome barriers to communication. (8)

15. (a) Bring out the different characteristics of an effective control system.

Or

(b) Explain the different types of performance control tools used for monitoring and measuring organizational performance.