

Reg. No. :

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R 3473

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

Seventh Semester

Textile Technology

MG 1351 — PRINCIPLES OF MANAGEMENT

(Common to Biotechnology, Textile Technology (Fashion Technology) and Textile Technology (Textile Chemistry))

(Regulation 2004)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Why Management is considered as science?
2. List the types of Business Organization.
3. What is forecasting?
4. Give any two major features of managerial decision-making.
5. Define departmentation.
6. What is De-centralisation?
7. Briefly mention the importance of directing.
8. Mention the types of leadership.
9. Define productivity.
10. What is liberalisation?

PART B — (5 × 16 = 80 marks)

11. (a) Explain about Fayol's contribution to Management Thought.

Or

(b) Describe briefly about the functions of Management.

12. (a) What are the steps involved in the planning process? Explain them.

Or

(b) Explain the process of Managing by Objectives.

13. (a) Describe about formal and informal Organization.

Or

(b) Explain briefly about the selection process (in Staffing).

14. (a) Explain about the motivation theories.

Or

(b) State the process and the barriers of communication.

15. (a) What are the requirements for effective control?

Or

(b) What is the difference between direct control and preventive control?
Give an overview of popular overall direct control measures.
