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K 4396

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2009.

Seventh Semester

Textile Technology

MG 1351 — PRINCIPLES OF MANAGEMENT

(Common to B.Tech.-Bio Technology, Textile Chemistry, Fashion Technology)

(Regulation 2004)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is management? What are its characteristics?
2. What types of skills are required at various levels of management?
3. What are planning premises? What are their major types?
4. What do you understand by SWOT analysis? Give example.
5. What are the major drawbacks of informal organisations from the view points of workers?
6. What are the merits and limitations of line and staff organisation?
7. What are the types of leadership?
8. Explain the process of communication.
9. What are the limitations of controlling?
10. What are the features of a good control system?

11. (a) What are the different levels of management? Is it essential that all the management levels must exist in any size of organisation?

Or

- (b) Describe the significance and importance of management in India's developing economy.

12. (a) Comment on the major steps involved in the planning process. Are same steps involved in all types of planning processes?

Or

- (b) Define and distinguish between 'decision' and decision making. What are the major features of managerial decision-making?

13. (a) Give a comparative account of the merits and limitations of centralisation and decentralisation.

Or

- (b) What is staffing? What is the need for it? Give a brief account of the usual steps involved in the staffing process.

14. (a) What is "carrot and stick" approach to motivation? State and explain some of the specific "carrots" and 'sticks' found in the motivational system of a typical business enterprise.

Or

- (b) Mention some of the important barriers to communication. Suggest remedies to overcome those barriers.

15. (a) Write a detailed note on history of quality control and its present position in India.

Or

- (b) "Productivity is one of the major concerns of managers today, everywhere in the world" comment. Define productivity and identify the problems involved in measuring productivity of knowledge workers.