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Question Paper Code : P 1424

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2009.

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. Define 'management'.
2. List the functions of management.
3. What is planning?
4. Define MBO.
5. What are the types of organisation?
6. What is 'line relationship' in line and staff organisation?
7. What is positive motivation?
8. Define communication.
9. What is controlling?
10. Define productivity.

PART B (5 × 16 = 80 marks)

11. (a) Explain scientific theories in management. (16)
- Or
- (b) Explain the various schools of management thought. (16)
12. (a) Discuss the benefits and difficulties for MBO. (16)
- Or
- (b) (i) What are the types of forecasting? (2)
(ii) Explain briefly forecasting techniques. (14)
13. (a) (i) Describe formal and informal organisations. (8)
(ii) State and explain the principles of departmentation. (8)
- Or
- (b) (i) Discuss various types of decentralization that is practiced in organisations. (8)
(ii) What are the advantages of a decentralized organization? (8)
14. (a) (i) Describe the types of leaders. (8)
(ii) Write a note on the qualities of a leader. (8)
- Or
- (b) (i) Discuss the different theories of motivation. (12)
(ii) What is the role of electronic media in communication? (4)
15. (a) Explain the role of computers in handling the information. (16)
- Or
- (b) (i) What are the essential conditions for Globalization? (8)
(ii) List out the obstacles in globalization and explain. (8)