

Reg. No. :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code : P 1425

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

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. Define Management.
2. What are the types of business organizations?
3. Mention any four features of planning.
4. What is meant by forecasting?
5. Define Formal Organisation.
6. What types of tests are given to candidates undergoing the selection procedure?
7. What are the elements of the directing function of management?
8. List the steps in the process of communication.
9. Mention any two principles of controlling.
10. List any two tendencies towards developing a unified global management theory.

PART B — (5 × 16 = 80 marks)

11. (a) Explain Henri Fayol's fourteen principles of Management.

Or

(b) Describe the functions of Management.

12. (a) What are the steps involved in Planning? Explain them briefly.

Or

(b) Explain the steps involved in Decision making process.

13. (a) What are the different bases of departmentation? Give a brief account of Process Departmentation and Product departmentation.

Or

(b) State and explain the basic steps involved in a typical selection procedure.

14. (a) List the theories of motivation. Explain any three theories of motivation.

Or

(b) Mention the barriers to communication. Describe them in detail.

15. (a) Give an overview of the process, merits and limitations of the budgetary control system.

Or

(b) Give an overview of overall direct control measures.
