

K 1152

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2004.

Seventh Semester

Computer Science Engineering

MG 331 — PRINCIPLES OF MANAGEMENT

(Common to Electronics and Communication Engineering)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is meant by Productivity?
2. What is Social Audit?
3. How would you evaluate the importance of a decision?
4. State briefly Tows Matrix.
5. State the factors that influence Job design?
6. What are the sources of organisational conflict?
7. What is meant by Brain Storming?
8. List out few leadership traits.
9. What are the dangers in budgeting?
10. What is Value Engineering?

PART B — (5 × 16 = 80 marks)

11. (i) What are the important aspects of the systems approach to Manager selection? (8)
- (ii) What are the main characteristics of organisation development? (8)

12. (a) (i) Define Management. What are the functions managers perform to attain the set goals? (9)
- (ii) List and discuss the benefits and limitations of some codes of ethics. (7)

Or

- (b) (i) What are different types of plans? Explain. (8)
- (ii) Explain briefly the benefits and weakness of MBO. (8)
13. (a) (i) Explain modern approaches to decision making under uncertainty. (10)
- (ii) Explain how formal organisation is different from informal organisation. Illustrate. (6)

Or

- (b) (i) Explain the concept of functional authority. How do you delegate it? (10)
- (ii) How does a leader influence organisation culture? (6)
14. (a) (i) What are some possible implications of theories X and Y, staffing, leading and controlling? (7)
- (ii) Explain any three theories of Motivation. (9)

Or

- (b) (i) Explain different styles of leadership based on authority. (8)
- (ii) What are communication barriers and suggest measures how communication be made effective? (8)
15. (a) (i) Define controlling as a managerial function and explain the basic control process. (10)
- (ii) State briefly the nature and applications of information technology. (6)

Or

- (b) (i) Explain how operations research helps to enhance productivity. (8)
- (ii) What do you understand by principle of Preventive Control? Explain its advantages. (8)