

J 1313

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2006.

Seventh Semester

Computer Science and Engineering

(Common to Electronics and Communication Engineering)

MG 331 — PRINCIPLES OF MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What do you understand by 'mission'?
2. List out Mc Kinsey's 7-S framework approach.
3. What is meant by informal organisation?
4. List any four limitations of decentralisation.
5. State and brief the stages in recruitment process.
6. Write four steps in formulating a career strategy.
7. What are four 'Brain Storming' ideas?
8. What are the barriers of communication?
9. Explain what is meant by 'Globalisation'?
10. What are the essential features of Japanese style of business management?
State any four.

PART B — (5 × 16 = 80 marks)

11. (i) Define staffing. Describe the system approach to staffing.
(ii) What are the main characteristics of organisation development? does OD differ from manager development?
12. (a) (i) What are the functions managers perform to attain the set go Explain.
(ii) Explain the major social responsibilities of a business toward different claimants.

Or

- (b) (i) What are the different types of plan? Explain.
(ii) How can strategies be implemented effectively?
13. (a) (i) What determines the span of management and hence the levels organisation?
(ii) Explain briefly the importance and limitations of rational decision making.

Or

- (b) (i) Why has there been a conflict between line and staff for so long and so many companies? How can this conflict be removed?
(ii) Define organisation culture. How does a leader influence organisation culture?
14. (a) (i) Explain Theory X and Theory Y assumptions.
(ii) Explain briefly any three theories of motivation.

Or

- (b) (i) Define leadership. Explain Fiedler's contingency approach to leadership.
(ii) Briefly describe the communication process model. 'Lack of upward communication can be disastrous' — Give reasons.

6. (a) (i) Define controlling as a managerial function. Explain the basic control process. (8)

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ent? How

(8)

(ii) What are the challenges faced by IT managers? Explain the ways by which IT can help managers at different levels. (8)

Or

et goals?

(9)

(b) (i) Explain briefly the differences between Direct control and Preventive control. (8)

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(7)

(ii) Point out some of the operational differences between a domestic firm and a multinational corporations and discuss their importance. (8)

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