

**B 514**

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2005.

Sixth Semester

Electrical and Electronics Engineering

MG 331 — PRINCIPLES OF MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define management.
2. Define ethics.
3. Why is it important to study the various management theories that have been developed?
4. What do you mean by planning?
5. Differentiate between managerial “effectiveness” and “efficiency”.
6. Define staffing.
7. Explain leading.
8. Define motivation.
9. Define leadership.
10. What is “noise” in a communication system?

PART B — (5 × 16 = 80 marks)

11. (i) Explain in detail the procedure of decision-making. (8)
- (ii) Explain the steps that make up the formal planning process. (8)

12. (a) (i) Explain the levels of ethical questions in business. Also explain ethical language. (8)
- (ii) Explain the basic tenets of common morality. (8)

Or

- (b) (i) Write short notes on management theory and practice. (8)
- (ii) Describe the models of corporate social responsiveness. (8)
13. (a) (i) What is division of work? What are its advantages and disadvantages? What does an organization chart show? Also explain the importance of organizational structure. (8)
- (ii) What is a functional structure? How is it different from a product/market structure? What are the advantages and disadvantages of each? (8)

Or

- (b) (i) Explain line and staff authority. Also explain the guidelines for effective delegation. (8)
- (ii) Explain the steps of hiring sequence. Is this sequence the same under all conditions? Why or why not? (8)
14. (a) (i) Explain the expectancy model of motivation. (8)
- (ii) Describe the common barriers to effective interpersonal communication. How may these barriers be overcome? (8)

Or

- (b) (i) Distinguish between authoritarian, democratic and Laissez-faire leadership styles and their managerial implications. (8)
- (ii) Compare and contrast decision support systems, expert systems and conventional management information systems. (8)
15. (a) (i) Why do companies decide to go international? Explain. (8)
- (ii) What economic variable should managers be aware of before they invest in other countries? Why? (8)

Or

- (b) (i) Describe the four stages of corporate internationalization identified by Christopher Korth and explain how they effect organization complexity and managerial involvement abroad. (10)
- (ii) Write short notes on the future of global management. (6)