

Register Number:

B.E DEGREE EXAMINATIONS: APRIL 2014

(Regulation 2009)

Eighth Semester

MECHANICAL ENGINEERING

GSS102: Principles of Management

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. Managers at the lower level are mainly connected with:
 - a) With more of administrative management
 - b) More of operative management
 - c) Less administrative management and more operative management
 - d) More administrative management and less operative management
2. The Hawthorne experiment that aimed at finding out the relationship between productivity and various variables like incentive system, work pause, method of payment etc., is:
 - a) Illumination experiment
 - b) Bank wiring room experiment
 - c) Relay room experiment
 - d) Incentive experiment
3. General statement of understandings that guide the thinking and action in decision making is called as:
 - a) Programmes
 - b) Strategies
 - c) Policies
 - d) Procedures
4. Plans that are guides to action than to thinking, and which establish a method of handling future activities are called as:
 - a) Strategies
 - b) Policies
 - c) Procedures
 - d) Programmes
5. The managerial function that coordinates resources with an aim to enable maximum output under minimum total cost is called as:
 - a) Controlling
 - b) Directing
 - c) Coordinating
 - d) Organizing
6. When an organization has a variety of projects, ranging from large to small, it is suitable to use:
 - a) Military organization
 - b) Line and staff organization
 - c) Line organization
 - d) Matrix organization
7. The managerial function that provides all guidance and inspiration to the people at work to

carry out their assigned duties and responsibilities is called as:

- a) Directing
 - b) Controlling
 - c) Staffing
 - d) Planning
8. The number of subordinates that can be effectively managed by a superior is called as:
 - a) Managerial control
 - b) Control management
 - c) Span of control
 - d) Process of control
 9. An integrated organization approach in delighting customers (both internal and external) by meeting their expectations on a continuous basis through everyone involved with the organization working on continuous improvement in all products / processes along with proper problem solving methodology.
 - a) JIT
 - b) TQC
 - c) TQM
 - d) 5S
 10. American approach to management is also called as:
 - a) Just in time
 - b) Giant leap approach
 - c) 5S approach
 - d) Leadership approach

PART B (10 x 2 = 20 Marks)

11. Describe the connection between science and art with respect to management.
12. Identify the difference between the terms management and administration.
13. State the steps involved in preparing a strategic plan?
14. List the steps involved in decision making.
15. Compare line organizational chart with line and staff organizational chart.
16. State two advantages and limitations of centralization.
17. List the various leadership styles.
18. What is grape vine in communication?
19. What is the need for CSR?
20. Define the term business ethics.

PART C (5 x 14 = 70 Marks)

21. a) With the help of a chart explain the development of management thoughts.

(OR)

- b) (i) List the various skills required for managers and briefly explain them. (7)
- (ii) State and explain the roles and functions of managers. (7)

22. a) Describe “management by objectives” as a style for managing an organization.

(OR)

- b) The annual sales of a company are as follows.

Year	2009	2010	2011	2012	2013
Sales in Rs.	45,000	56,000	78,000	46,000	75,000

By the method of least squares, find the trend values for each of the five years.
Also estimate the annual sales for 2014.

23. a) Apply the concepts of matrix organization for managing an automobile manufacturing company that has 03 projects in hand.

(OR)

- b) Explain how the manpower requirements of an educational institution can be decided using the concepts of manpower planning.

24. a) Discuss FIELDLER’s contingency approach to leadership and explain the two testing techniques suggested by him for measuring the leadership styles.

(OR)

- b) Compare motivational theory X with theory Y.

25. a) “Today the prime objective of business is not profit making but its contribution to the society: - why is it so and what relevance does it have with reference to corporate social responsibility.

(OR)

- b) Explain the Japanese concept of continuous improvements in compared to the American approach to management.
