

B.E DEGREE EXAMINATIONS: NOV/DEC 2014

(Regulation 2009)

Seventh Semester

GSS102: PRINCIPLES OF MANAGEMENT

(Common to Aero/ EEE/ Mechatronics)

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. The famous book “The Philosophy of Management” was written by
 - a) Henry Fayol
 - b) Oliver Sheldon
 - c) F. W. Taylor
 - d) Urwick
2. Which one of the following is NOT the main concern of ‘Scientific Management’?
 - a) Production
 - b) Efficiency
 - c) Mechanistic Methods
 - d) Rationality
3. Which pattern reflects a pure executive form of management?
 - a) Functional
 - b) Line
 - c) Line and Staff
 - d) Committee
4. The essence of decision making is
 - a) problem solving
 - b) choosing between alternatives
 - c) developing alternative courses of action
 - d) monitoring
5. Effective recruitment is about
 - a) Increased performance
 - b) Assessing your culture
 - c) Keeping your structure intact
 - d) Making totally objective appointment decisions
6. What is the term used to define the number of subordinates directly controlled by a manager?
 - a) division management
 - b) departmentation
 - c) sphere of influence
 - d) span of management

7. The Greatman theory of leadership led to the rise of
- a) The Behavioural theory of leadership
 - b) The Trait theory of leadership
 - c) The situational theory of leadership
 - d) The Scientific Theory
8. The central principle which derives from McGregor's Theory is:
- a) Directional and control
 - b) Co-ordination
 - c) Scalar Principle
 - d) Integration
9. Brainstorming is used by the management for
- a) Work allocation on the shop floor
 - b) Generating alternative for problem solving
 - c) The promotion of research and development
 - d) Training employees
10. Ethical behavior is a matter of
- a) Juggling standards and business needs
 - b) Obeying the rules
 - c) Acting on a considered judgment
 - d) Guidelines to be followed

PART B (10 x 2 = 20 Marks)

- 11. Define Management.
- 12. What is scientific management?
- 13. Define Management by Objectives.
- 14. State any two decision making strategies.
- 15. Brief about the term departmentation.
- 16. What are the internal sources of recruitment?
- 17. What is meant by the directing?
- 18. Who is a leader?
- 19. Write short notes on Corporate Social Responsibility.
- 20. What is Business Ethics?

PART C (5 x 14 = 70 Marks)

21. a) Explain the functions of managers /management with an suitable examples.

(OR)

- b) Distinguish between management and administration.

22. a) Classify the various types of plans in detail.

(OR)

- b) (i) Describe the various steps involved in the process of Management by objectives. (7)
- (ii) Describe the various decision making techniques. (7)

23. a) Explain the nature and purpose of organizing in detail.

(OR)

- b) Explain the various steps involved in selection process.

24. a) Discuss the different theories of motivation.

(OR)

- b) (i) Write a detailed essay on the different forms or types of communication. (7)
- (ii) Explain the requirements for effective control. (7)

25. a) Compare the management practices in Japan to those in the United States.

(OR)

- b) Enumerate the key issues on Corporate Social Responsibility.
