



Register Number:

B.E DEGREE EXAMINATIONS: APRIL 2015

(Regulation 2009)

Seventh Semester

GSS102: PRINCIPLES OF MANAGEMENT

(Common to AERO/EEE/MCT)

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. The following is not an experiment that comes under Hawthorne experiments:
 - a) Illumination experiment
 - b) Bank wiring room experiment
 - c) Relay room experiment
 - d) Productivity experiment
2. In big organizations, managers at the apex of the hierarchy level are mainly connected with:
 - a) Only of administrative management
 - b) Only of operative management
 - c) Less administrative management and more operative management
 - d) More administrative management and less operative management
3. Plans that guide to act instead of thinking:
 - a) Programmes
 - b) Procedures
 - c) Policies
 - d) Strategies
4. General program of actions in order to achieve the main objectives are called as:
 - a) Strategies
 - b) Policies
 - c) Procedures
 - d) Programmes
5. A formalized intentional structure of roles (positions) is known as:
 - a) Enterprise
 - b) Organization
 - c) Concern
 - d) Department
6. In an organization with line and staff organizational structure:
 - a) Staff managers only have authority to implement
 - b) Line managers have more authority than staff managers to implement
 - c) Line managers only have authority to implement
 - d) Staff managers have more authority than line managers to implement
7. The ability to translate new ideas into practical applications is known as:

- a) Innovation
 - b) Invention
 - c) Creativity
 - d) Creation
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. Zero inventory is a concept related to
- a) TQM
 - b) TQC
 - c) JIT
 - d) TPM
10. Giant leap approach is an improvement concept related to the management style in
- a) China
 - b) Japan
 - c) America
 - d) Korea

PART B (10 x 2 = 20 Marks)

11. With an example justify that management is a science.
12. State Henri Fayol's principle of 'Esprit De Corps'.
13. State the need for 'TOWS' in strategic planning.
14. Show the process of management by objectives (MBO) with the help of a block diagram.
15. Compare functional organizational chart with matrix organizational chart.
16. State two advantages and limitations of decentralization.
17. Draw the diagram representing Maslow's need hierarchy.
18. State the difference between motivation and morale.
19. Define the term business ethics.
20. Give the gist of the 'Global (Unified) Theory Of Management'.

PART C (5 x 14 = 70 Marks)

21. a) List the three Hawthorne experiments and explain what was inferred as the result of each experiment?

(OR)

- b) List and explain the steps involved in decision making process.
22. a) Taking a television set as an example, list the various types of plans (purpose / mission etc to budget) and explain.

(OR)

- b) Trend projection method is one of the methods used to estimate the demand for a product or service. Comment on the advantages and limitations of this method with suitable examples.

23. a) For a concern with many projects in hand, state the advantages of it going in for matrix organizational structure and state the disadvantages of it going in for functional organizational structure.

(OR)

- b) When requirement for managers arise in an organization, explain how maintenance of 'manager inventory' will help?

24. a) Discuss the leadership styles with the management grid developed by Robert Blake and Jane Mouton.

(OR)

- b) Compare 'Porter and Lawler theory of motivation' with 'Victor Vroom's expectancy theory of motivation'.

25. a) Compare the Japanese concept of continuous improvements with the American approach to management.

(OR)

- b) State three companies / organizations and the initiatives taken by them towards corporate social responsibility.
