



B.TECH DEGREE EXAMINATIONS: NOV 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. Match the following:

A. Roles of a manager	01. Mary Parker Follett.
B. Characteristics of a profession	02. E.F.L.Brech
C. Management is a comprehensive generic term	03. Henry Mintzberg
D. Management is an art of getting things done through people	04. McFarland

a) A-02; B-01; C-04; D-03	b) A-03; B-04; C-02; D-01
c) A-04; B-02; C-03; D-01	d) A-01; B-03; C-02; D-04

2. Match the following:

A. Fourteen Principles of Management	01. Max Weber
B. Hawthorne Experiments	02. Elton Mayo
C. Bureaucracy	03. Herbert Simon
D. Systems approach	04. Henry Fayol

a) A-02; B-04; C-03; D-01	b) A-01; B-03; C-04; D-02
c) A-04; B-02; C-01; D-03	d) A-03; B-01; C-02; D-04

3. 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

4. The planning mode among the modes of strategy formulation is

a) Systematic and rational	b) Proactive or inside-out
c) Reactive and timid or outside-in	d) Proactive and Reactive

5. The essential feature of virtual organization, given by the recent phenomenal growth of electronic communication, is
 - a) Strategy
 - b) Connectivity
 - c) Relationship
 - d) Interlocking of groups
6. In large teams, where individual contributions are more difficult to identify, some individuals reduce their effort and performance levels because they think that the performance of others will cover their reduced effort which is called
 - a) Sucker effect
 - b) Cui bono criterion
 - c) Social –loafing
 - d) Strategy
7. A manager follows “You do as I say in certain respects and I do as you say in certain other aspects” which is a type of method called
 - a) Bargain
 - b) Paternalism
 - c) Force
 - d) Harmony of objectives
8. In a situation, the rumour is a product of
 - a) Interest and ambiguity
 - b) Grapevine and structure
 - c) Paralanguage and speech
 - d) Urgency and purpose
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. Is Management a Profession? Define.
12. What are the skills required for managers?
13. List the planning skills.
14. State the steps, given by Simon’s administrative man model, in decision-making process.
15. What are the factors governing the span of management?
16. State the information content of an organization manual. 1
17. How are motivation theories broadly classified and state classifications under each head?
18. List the barriers to communication in an organization.

19. What are the benefits of good corporate governance?
20. What is American Administrative Management?

PART C (5 x 14 = 70 Marks)

21. a) Explain management functions in detail with a circle showing the sub-processes.
(OR)
b) What are the contributions and limitations of the human relations movement?
22. a) i. Differentiate strategic planning and tactical planning. (6)
ii. Explain strategic planning process in detail. (8)
(OR)
b) What are the steps in rational decision-making process and explain in detail?
23. a) What type of organization structure is best? Discuss in detail.
(OR)
b) Explain the sources of labour recruitment in India in detail.
24. a) i. Show in tabulation the characteristics of human needs. (7)
ii. What are the complexities involved in understanding the nature of motivation? (7)
(OR)
b) Explain the important purposes of communication in an organization.
25. a) Explain Japanese model of motivation-theory Z to increase productivity.
(OR)
b) Highlight business ethics and corporate governance for social responsibility.
