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B.E / B.Tech (Full -Time) DEGREE END SEMESTER EXAMINATIONS, APRIL / MAY 2014

ELECTRICAL AND ELECTRONICS ENGINEERING

SEMESTER VII

MG9401 PRINCIPLES OF MANAGEMENT

(Regulation 2008)

Time: 3 Hours

Answer ALL Questions

Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. Distinguish between efficiency and effectiveness.
2. What is intrapreneurship?
3. Give one example each for a verifiable and non-verifiable objective.
4. What is Delphi Technique?
5. What is an aptitude Test?
6. List any two differences between a line and a staff authority.
7. Write any two principles of delegation in management.
8. Define "Job Enrichment".
9. Write any two advantages of Quality circles.
10. What is Merger and Acquisition? Give one example.

Part – B (5 x 16 = 80 marks)

11. (i) Discuss the contributions of Frederick Winslow Taylor and Henry Fayol to the field of Management. (10)
- (ii) What are the challenges faced by the organisations in managing issues relating to work force diversity? (6)
12. a) Explain along with a neat sketch (i) TOWS Matrix & (ii) Business Portfolio Matrix (8+ 8)
(OR)
12. b) Write an elaborate essay on the systems approach to Management By Objectives (MBO) with a neat sketch. Discuss the benefits and weaknesses of MBO.
13. a) (i) Compare and Contrast “a formal organisation with an informal organisation” (8)
(ii) Tabulate all the factors influencing the span of management. (8)
(OR)
13. b) (i) What are the modern selection and recruitment methods used by the companies in the Indian context? (10)
(ii) What are the future challenges in managing the human resources in any organisation of your choice with reference to the socialisation process? (6)
14. a) (i) Elaborately explain any two leadership theories, with a neat sketch. (8)
(ii) Explain the role of human factors in managing. (8)
(OR)
14. b) (i) What are the challenges faced by organisations in managing rewards for employees in India ? (8)
(ii) What is the impact of technology in organisational communication? (8)
15. a) Explain with a suitable block diagram the salient features of an Operational Management System. Give few examples of operations systems.
(OR)
15. b) (i) What are the key components of a global business environment? (10)
(ii) “Globalisation and Liberalisation policy followed in India, have lead to an overall growth and development of the country”. Substantiate your agreement or disagreement. (6)