

**B.E/B.Tech (Full-Time) DEGREE END SEMESTER EXAMINATIONS, NOV / DEC 2011**

**Seventh Semester**

**MG9401 – PRINCIPLES OF MANAGEMENT (Regulation 2008)**

**(Common paper for CSE, IT and ECE)**

Duration: Three hours

Maximum: 100 marks

Answer ALL Questions

**PART - A**

**(10 x 2 = 20 marks)**

1. Give any four functions of management.
2. What are the various roles played by Managers?
3. Differentiate between policies and strategies.
4. List any four quantitative forecasting techniques.
5. What is span of control?
6. What is meant by delegation of authority?
7. List out the limitations of grapevine communication.
8. Define organizational culture.
9. Why Zero-based budgeting is necessary?
10. State the advantages of preventive control.

53

**PART - B**

**(5 x 16 = 80 marks)**

11. What do you mean by 'Management by Objective'? What are the steps involved in it? Discuss its benefits and limitations in detail.
- 12(a) Explain the contributions of Taylor and Henry Fayol in modern management thoughts.  
(Or)
- 12(b) What is the concept of environment? Discuss the ways in which environment affects the managers and their functions.
- 13(a) What are the key factors in designing an organizational structure? Bring out the salient features of any three contemporary organizational structures.  
(Or)
- 13(b) What are the different techniques of training? Discuss the relationship between levels of management and training techniques. How can you evaluate the effectiveness of training?
- 14(a) (i) Discuss the role of electronic media for effective communication.  
(ii) Discuss the various leadership styles of Blake and Mouton.  
(Or)
- 14(b) Explain the contributions of: (i) Abraham Maslow (ii) McGregor and (iii) Herzberg. How can these theories be used in motivating employees in an organization..
- 15(a) "Budgeting is basically an instrument of planning but it also serves as a technique of control"-  
Comment.  
(Or)
- 15(b) Bring out the importance of productivity measures in any organization. Enumerate the different productivity enhancement tools used by organizations in present competitive scenario.