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Question Paper Code : 11016

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2013.

Sixth Semester

Electronics and Communication Engineering

MG 64 — PRINCIPLES OF MANAGEMENT

(Regulation 2008)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Write a sentence that brings out the relationship between management, administration and organization.
2. Name the three important attitudes of a global manager.
3. How are plans classified?
4. Mention the three basic approaches followed by managers while selecting from among alternatives.
5. Distinguish between formal and informal organizations.
6. List the differences between authority and power.
7. Differentiate between creativity and innovation.
8. Define organizational culture.
9. What are the three steps involved in a basic control process?
10. State any four requirements for effective control.

PART B — (5 × 16 = 80 marks)

11. (a) (i) Explain the functions of managers. (8)
(ii) Outline the evolution and development of management thought. (8)

Or

- (b) Give a detailed account of the various strategies of international business. (16)

12. (a) (i) With a simple flow diagram, explain in detail the steps involved in planning. (10)
(ii) List the benefits and weaknesses of Management By Objectives. (6)

Or

- (b) (i) Explain the recommendations that should be considered by managers for successful implementation of strategies. (8)
(ii) Briefly explain the modern approaches to decision making under uncertainty. (8)

13. (a) (i) Discuss the factors determining the effective span of management. (8)
(ii) Summarize the typical problems found in matrix management. Also mention the guidelines to be followed for making matrix management more effective. (8)

Or

- (b) (i) Enumerate the benefits and limitations of staff organizations. (6)
(ii) Write short notes on decentralization recruitment, training and performance appraisal. (10)

14. (a) (i) Briefly explain the expectancy theory and McClelland's theories of motivation. (8)
(ii) Discuss about Fiedler's contingency approach to leadership. (8)

Or

- (b) (i) Describe communication process model. Also, list barriers and breakdowns of communication (10)
(ii) Briefly explain the elements and types of organizational culture. (6)

15. (a) (i) Briefly explain the different types of critical point Standards. (8)
(ii) Summarize the requirements of feed forward control. Also compare feedback and feed forward systems of control. (8)

Or

- (b) (i) Discuss about important traditional nonbudgetary control devices. (6)
(ii) Explain about purchase control, maintenance control and quality control. (10)

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