

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIFTH SEMESTER B.TECH DEGREE EXAMINATION, DECEMBER 2017

Course Code: HS300

Course Name: PRINCIPLES OF MANAGEMENT

Max. Marks: 100

Duration: 3 Hours

PART A

Answer any three full questions, each carries 10 marks.

- | | | Marks |
|---|--|-------|
| 1 | a) Define management. | (3) |
| | b) Why management is called an art and science? | (3) |
| | c) In the context of a car manufacturing firm, describe any four elements of the external environment. | (4) |
| 2 | a) What is meant by competitive advantage? | (2) |
| | b) List any four important features of the organizations of the new era. | (4) |
| | c) What challenges are faced by the new generation firms? | (4) |
| 3 | a) List any four important contributions by FW Taylor. | (4) |
| | b) Why Elton Mayo's studies is called human relations management? | (2) |
| | c) State Douglas Mc Gregor's Theory X and Theory Y | (4) |
| 4 | a) Distinguish between system approach and contingency approach. | (4) |
| | b) Draw 7S Framework. | (3) |
| | c) Describe any one instance of application of Corporate Social Responsibility. | (3) |

PART B

Answer any three full questions, each carries 10 marks.

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|---|---|-----|
| 5 | a) List any four objectives of planning | (4) |
| | b) Who require strategic planning? Why? | (3) |
| | c) Distinguish between plan, goal and procedure. | (3) |
| 6 | a) List the steps of the planning process adopted in a production firm. | (4) |
| | b) Why the planning of lower level managers is considered easier? | (3) |
| | c) List the advantages of Management by objectives. | (3) |
| 7 | a) Define span of control. | (2) |
| | b) Classify the factors affecting the span of control. | (5) |
| | c) What is meant by departmentation? | (3) |
| 8 | a) List the merits and demerits of line organization structure (three each) | (6) |
| | b) Why decision making is a difficult task? (four reasons) | (2) |
| | c) List any two methods to deal with decision making under uncertainty. | (2) |

PART C

Answer any four full questions, each carries 10 marks.

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| 9 | a) Write a note on staffing function of management. | (3) |
| | b) Give three reasons for the delegation of authority. | (3) |
| | c) List out the important characteristics of entrepreneurs. | (4) |

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- 10 a) What is meant by –“Centralization of authority” (3)
b) List the steps of selecting engineers in a production firm. (5)
c) List four important interpersonal skills to be possessed by a manager. (2)
- 11 a) Explain the need of Job Design, indicating the factors influencing it. (4)
b) What is meant by a culture responsive organisation? (3)
c) List three important characteristics of global type organisation. (3)
- 12 a) How does a leader differ from a manager? (4)
b) Explain trait approach to leadership and contingency approach. (6)
- 13 a) Describe any two type of leadership styles. (4)
b) List six important qualities of a leader. (6)
- 14 a) Explain the process of controlling function with the aid of a sketch. (5)
b) Distinguish between feed back and feed forward control mechanisms. (5)

