

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIFTH SEMESTER B.TECH DEGREE EXAMINATION, DECEMBER 2018

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) List and elaborate five important roles of a manager | (5) |
| | b) With suitable examples, illustrate the Planning, Organizing, Staffing, Leading and Controlling functions of management | (5) |
| 2 | a) List any four forces of the external environment | (4) |
| | b) Why the management of the organizations of the new era differ from old ones? | (4) |
| | c) "New generation managers are multi skill experts" What do you mean by this? | (2) |
| 3 | a) Describe the philosophy of Scientific Management" | (5) |
| | b) List and illustrate the contributions of Gilbreth's | (5) |
| 4 | a) What is managerial ethics? Illustrate a situation in which whistle blowers perform ethical duty | (5) |
| | b) Explain the Mc Kinsey 7S Framework | (5) |

PART B

Answer any three full questions, each carries 10 marks.

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|---|---|-----|
| 5 | a) Define the terms: Plan, Objective, Goal, Policy and Rule | (5) |
| | b) Differentiate between Strategic, Administrative and Routine type planning | (5) |
| 6 | a) Describe the stages involved in the planning process | (5) |
| | b) With a block diagram, outline the structure of Management by Objectives MBO | (5) |
| 7 | a) Distinguish between line and staff functions with the aid of examples | (4) |
| | b) Define the term – Span of Control | (2) |
| | c) What is an organization chart? What are its merits and demerits? | (4) |
| 8 | a) Illustrate the difference between programmed and non programmed decisions by highlighting suitable examples | (5) |
| | b) Describe the following stages in creative process: Unconscious scanning, Intuition, developing insights and logical evaluation | (5) |

PART C

Answer any four full questions, each carries 10 marks.

- 9 a) Why empowerment is needed? (3)
b) Define delegation. Is it possible to delegate authority and responsibility? Why? (4)
c) What is recentralization of authority? (3)
- 10 a) What is a manager inventory chart? (3)
b) Distinguish the following: Recruitment, Selection, Placement and Induction (4)
c) List the advantages and limitations of interview as a selection technique (3)
- 11 a) What do you understand by the term Job Design? (3)
b) What are the requirements of the staff of the firm in order to call it as a culture responsive firm? (4)
c) How entrepreneurs differ from workers? (3)
- 12 a) List any six qualities of an effective leader (6)
b) Distinguish between trait approach and contingency approach to leadership (4)
- 13 a) Describe transactional and transformational leadership styles (5)
b) Illustrate how power and authority are utilized by an effective leader (5)
- 14 a) Define controlling and illustrate conventional feedback control mechanism (5)
b) With a block diagram and highlighting a situation, explain how a feed forward control mechanism works (5)
